August 17, 1942

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT

PUBLIC LIBRARY
AUG 19 1942
DETROIT

• WLS National Barn Dance • Meet Your Navy •

• Dinnerbell • Feature Foods • School Time •

and now "THE HOME FRONT"

DR. PRESTON BRADLEY

Dr. Bradley, famed radio speaker, closes each broadcast of "The Home Front" with an inspirational message.

PROGRAMS originated and produced for the family audience — whether for inspiration, education or entertainment — have made WLS a great radio station. • To its long list of program achievements, WLS now adds another: "The Home Front," featuring famed Dr. Preston Bradley, with full orchestra and dramatic cast. Honored guests on each program are ordinary civilians making extraordinary contributions to the nation's war effort. For example, a housewife who cooks six meals a day for her family of split-shift war workers and still finds time to operate a filling station; girl farmers; the founder of the Farm Commandos — each guest a symbol of a true and determined democracy. • "The Home Front" is part of our contribution to maintaining civilian morale in these war times. But it is more; it is designed to let the men in service know that the folks at home are working for them. • Such programs, the editorial columns of radio, predicate listener interest . . . and listener interest means station influence.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

Burridge D. Butler
President

Glenn Snyder
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

Smiles and Figures

—for Pleasure or Profit—They Win

THE ONLY REASON under the sun we show the bits of feminine charm at your right is to stop roving eyes.

And why do they stop? It's Smiles and Figures! And that suggests this "commercial":

At WWVA we ever strive to start a smile at the business end of our microphones and load it with sincerity so that it will travel through space into the homes of our listeners without losing its friendly touch on the way.

As for figures:

Our business this year is 20% ahead of last year.
Our mail for this year is 15% ahead of last year.
Of this total 89% represents Proof of Purchase Mail.

All of which must have had a powerful influence in inspiring this comment from a ranking advertising agency:

> *"You've done a swell job and our client is pleased beyond words."*

We can please you, too—perhaps even to the point of beyond words—with our Smile and Figure Service to Eastern Ohio, Western Pennsylvania and Northern West Virginia—THE STEEL AND COAL BELT OF THE NATION.

WWVA

WHEELING, WEST VA.

Blue Network

A FORT INDUSTRY STATION

THE Fifth ESTATE

A COMMON DENOMINATOR

DESPITE the sophistication and mechanism of Today, America still has a heart of homespun. This same homespun heart has fought its battles and brought about its accomplishments for generations. These fighting Yanks, are still Hot Stove Diplomats, people who like apple pie and baseball games, peanuts and circuses, hot dogs and soda pop . . . it's all irrevocably interwoven among the stars and stripes of liberty, justice, and equality.

And none the least of the things that Americans like is folk music . . . ballads that tell of the struggle and growth of our great nation. Realistic, earthy, pine smelling songs that stretch through the years to the earliest settlers of America. Music deep rooted in American soil, watered with American tears, and nourished with American Blood . . . . the red and white calico and blue Jeans of America.

And so firmly and unequivocally is it a part of America that one program each Saturday night in the past twelve months has played to a paid visual audience of 136,880 . . . . add millions of listeners and you have a large portion of America. This is the 16-year-old Grand Ole Opry of WSM . . . . a four-hour presentation of the down-to-earth, clear headed, clean minded America that will triumph because it is America.

It's an All-America program, that sells products, builds good will, and while so doing is making a worth while contribution to Morale, a contribution that will be heard in Berlin and Tokyo.

Air Castle of the South
50,000 WATTS CLEAR CHANNEL
W E

WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Soldiers of t

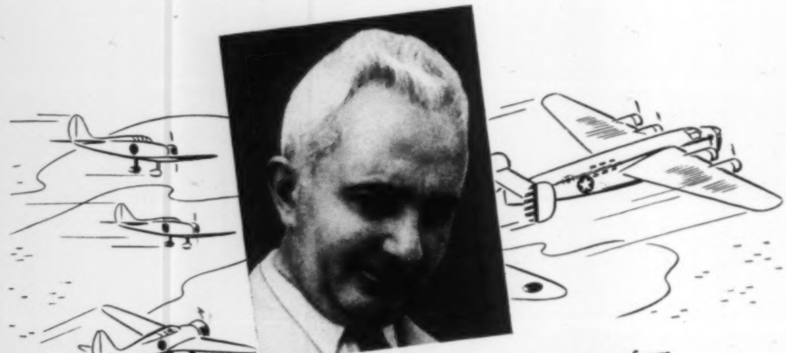
Frank Hewlett was in Bataan for the United Press throughout the siege, finally was flown out from Corregidor on a bomber, the last newspaperman to leave.

William Tyree narrowly escaped death while covering the battle of Midway for the United Press. As he watched the action from the bridge of an American warship, 50-calibre machine gun bullets from a Japanese torpedo plane splattered the armor plate protecting his chest.

SHOULDER to shoulder with the fighting men on the war fronts of the world go the correspondents of the American press.

You will find them peering down from the bellies of bombers over New Guinea or Hamburg, scanning the swirling actions in Egypt from the scant cover of foxholes or from within baking, bruising tanks. You will find them on the bridges and sky-controls of cruisers and carriers off Midway and Wake and Malta as the enemy torpedo planes swoop. You will find them plodding through the steaming tangle of Burmese jungles, or sharing a lookout's watch aboard a convoy ship heading blindly through the Arctic dark for Murmansk.

With the troops and crews and squadrons the correspondents face every hazard of war: gun-fire and capture and pestilence, hardship and tension and tedium. They face these things at the risk—and sometimes at the sacrifice—of their lives and their freedom. They face them steadfastly, undramatically, like soldiers—like the soldiers that they are.



Harold Guard, while still recovering from a leg wound suffered while on duty in Malaya, obtained for the United Press the first eyewitness account of war in New Guinea. Four Japanese Zero fighters attacked the plane in which he flew.

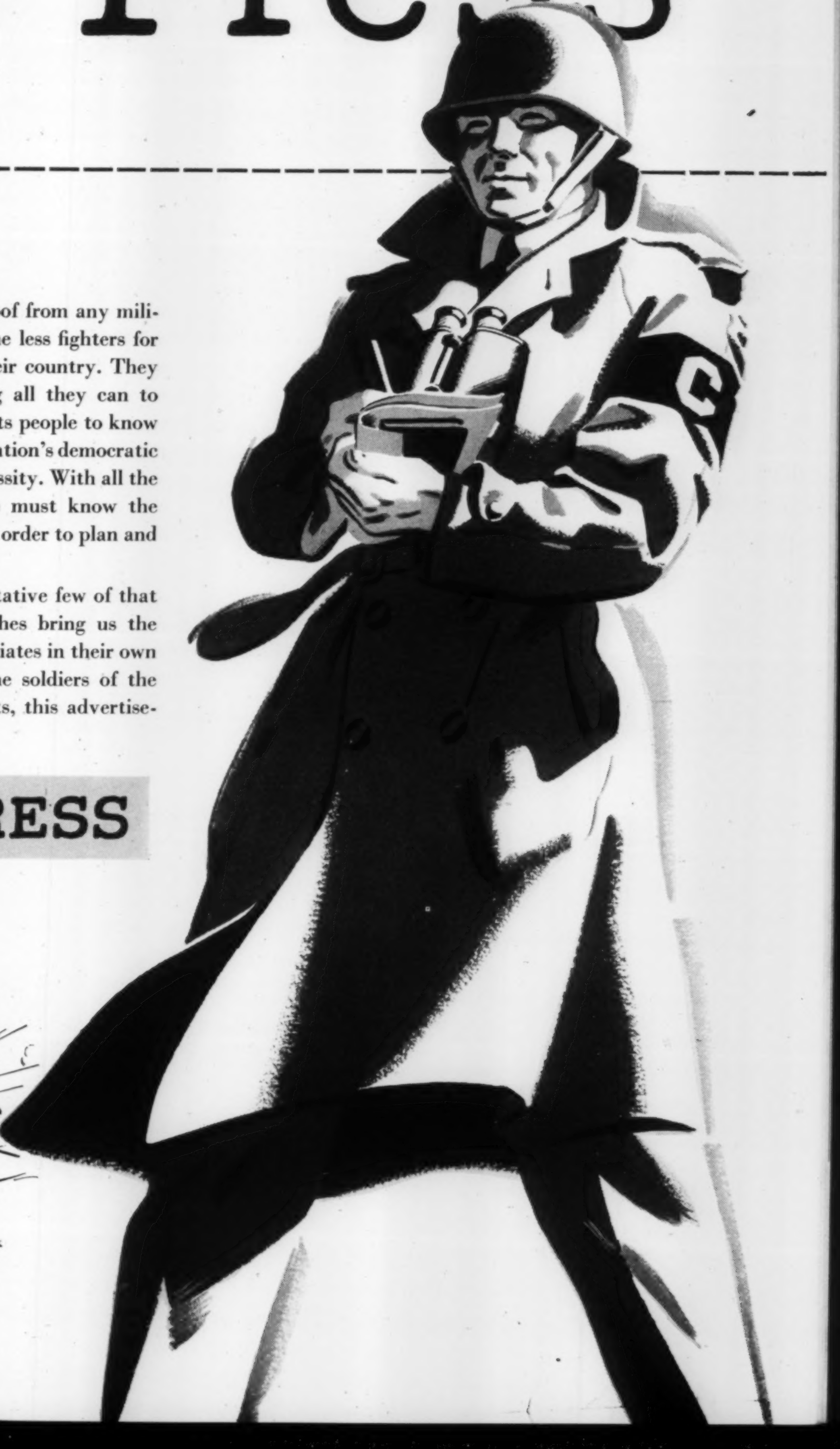
Robert Bellaire, one of several United Press correspondents interned by Japanese, was choked by Japanese police and threatened with greater violence for refusing to write a pro-Japanese article.

f the Press

For while they must remain wholly aloof from any military part at the front, they are none the less fighters for the principles and for the needs of their country. They are chancing all they have and doing all they can to report to their country the truth. For its people to know the truth is a birthright implicit in the nation's democratic ideal, a birthright which today is a necessity. With all the world tumult and confusion, we here must know the truth—clearly, completely, quickly—in order to plan and to act effectively for victory.

Pictured on these pages are a representative few of that unarmed army of men whose dispatches bring us the truth. To them and their legion of associates in their own and kindred world-news services, to the soldiers of the press, the American war correspondents, this advertisement is a salute.

UNITED PRESS

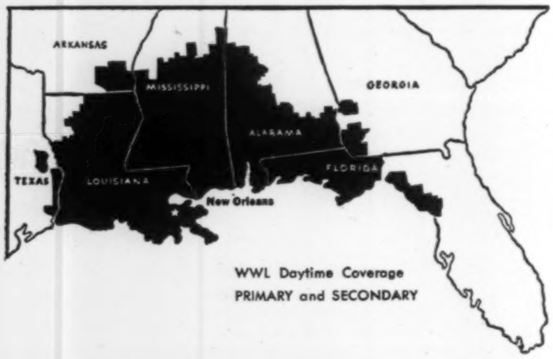


Richard McMillan rode in a British tank into the inferno of fighting at the Hill of Jesus to get for the United Press first-hand reports of the defense of Egypt.

XUM

Watchers in Waltham . . .

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

When Waltham, Mass., isn't turning out watch dials it turns to radio dials. Every so often some timester tunes in on—and writes to—WWL, New Orleans. Our files fatten with mail from fans at every point of the compass.

But the mainspring of WWL popularity with resultwise advertisers is our Deep South leadership. Here in the New Orleans market area, the power and prestige of WWL makes it unquestionably:

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 7 **AUGUST 17, 194**

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
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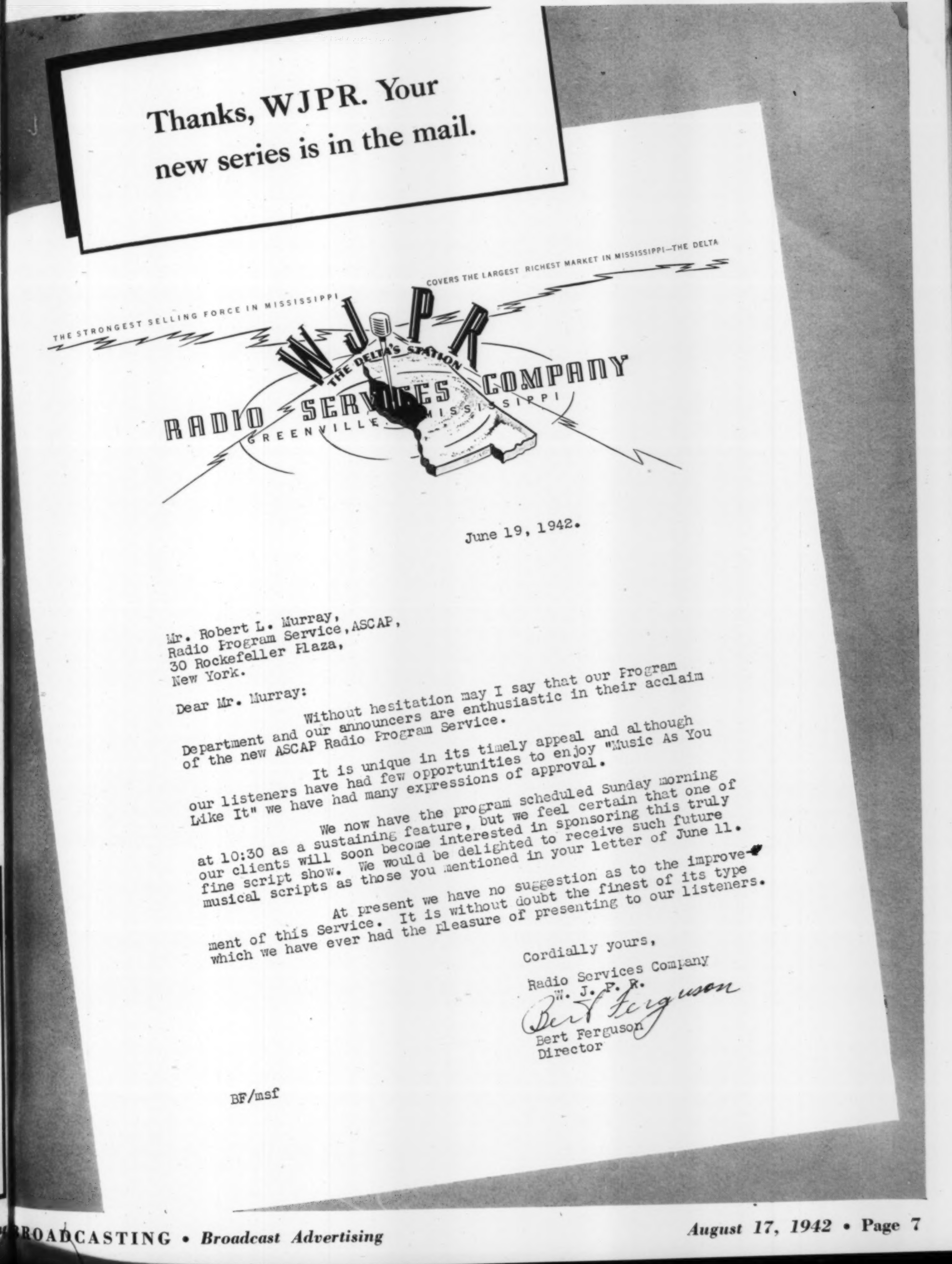
PS-ST! WANT TO BUY A BRAND NEW SWEEPER?

Buy KFAB, instead. "Clean up" in the big farm markets throughout Nebraska and her neighboring states. "Dust off" competition, by staging a "sweeping" campaign over the station that farm men and women *listen* to, and *like*. For A-1 priorities on the best times now available, better call us, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN



Thanks, WJPR. Your new series is in the mail.

THE STRONGEST SELLING FORCE IN MISSISSIPPI
COVERS THE LARGEST RICHEST MARKET IN MISSISSIPPI—THE DELTA
WJPR
THE DELTA'S STATION
RADIO SERVICES COMPANY
GREENVILLE, MISSISSIPPI

June 19, 1942.

Mr. Robert L. Murray,
Radio Program Service, ASCAP,
30 Rockefeller Plaza,
New York.

Dear Mr. Murray:

Without hesitation may I say that our Program Department and our announcers are enthusiastic in their acclaim of the new ASCAP Radio Program Service.

It is unique in its timely appeal and although our listeners have had few opportunities to enjoy "Music As You Like It" we have had many expressions of approval.

We now have the program scheduled Sunday morning at 10:30 as a sustaining feature, but we feel certain that one of our clients will soon become interested in sponsoring this truly fine script show. We would be delighted to receive such future musical scripts as those you mentioned in your letter of June 11.

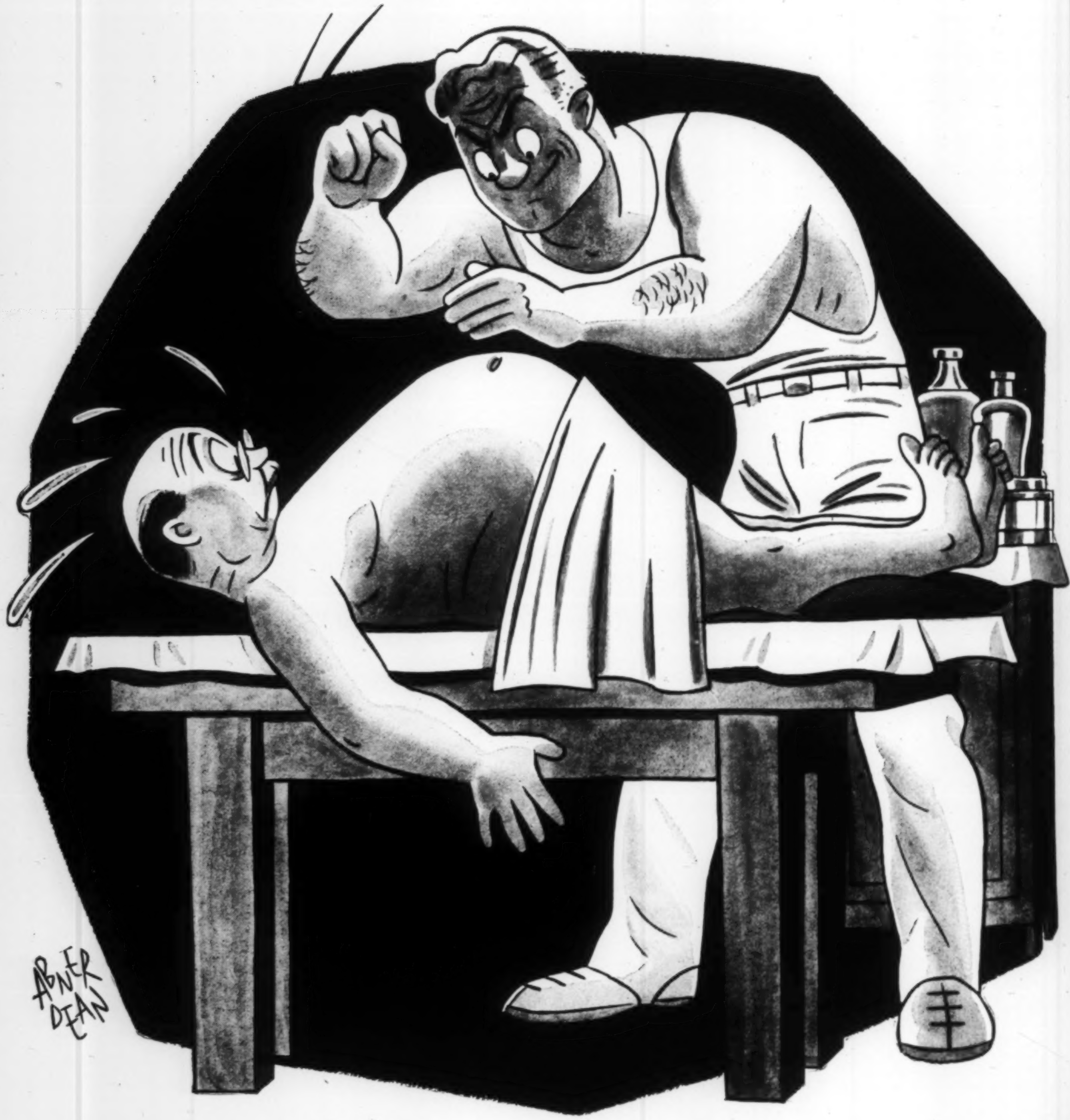
At present we have no suggestion as to the improvement of this Service. It is without doubt the finest of its type which we have ever had the pleasure of presenting to our listeners.

Cordially yours,

Radio Services Company
W. J. P. R.
Bert Ferguson
Bert Ferguson
Director

BF/msf

How to reduc



XUM

advertising waste-lines

If you *must* reduce your advertising budget . . . then the first place to reduce it is at the *waste*-line.

And that's a job the BLUE can do for you.

Indeed, whether or not you are faced with a budget cut, your advertising may need "reshaping" to reduce waste caused by today's fast-changing conditions. And for this job, too, the efficient BLUE provides the proper waste-reducing treatment.

The BLUE carries your message coast-to-coast—but *without* costly excess coverage, and with a minimum of overlapping between stations. The BLUE enables you to concentrate on the 561 counties that do 80% of the nation's retail buying—yet gives you plenty of plus coverage besides.

That's half the story. The other half is the new BLUE program policy.

The BLUE backs its sponsored programs with original audience promotion that has proved its effectiveness in the past six months. Moreover, the BLUE surrounds these sponsored shows with sustaining programs that utilize the *competitive showmanship* of leading independent producers.

Combine the two halves, and here's the result.

More new advertisers have come to the BLUE this year than to any other network. Because today, more than ever, the Blue Network delivers the *most listeners per dollar.*

Why not let our sales representatives give you the facts—in BLUE and white. You'll find it's easy (and thrifty) to do business with the BLUE.

Blue Network Company, A Radio Corporation of America Service

WELCOME TO THE BLUE!

New advertisers on the air or signed for Fall

Cream of Wheat · Electric Boat Co. · Ford Motor Co.
General Foods · General Mills · Hall Brothers
Mail Pouch · Minit-Rub · Minneapolis-Honeywell
Paramount Pictures · Dr. Earl S. Sloan
Socony-Vacuum · Texaco

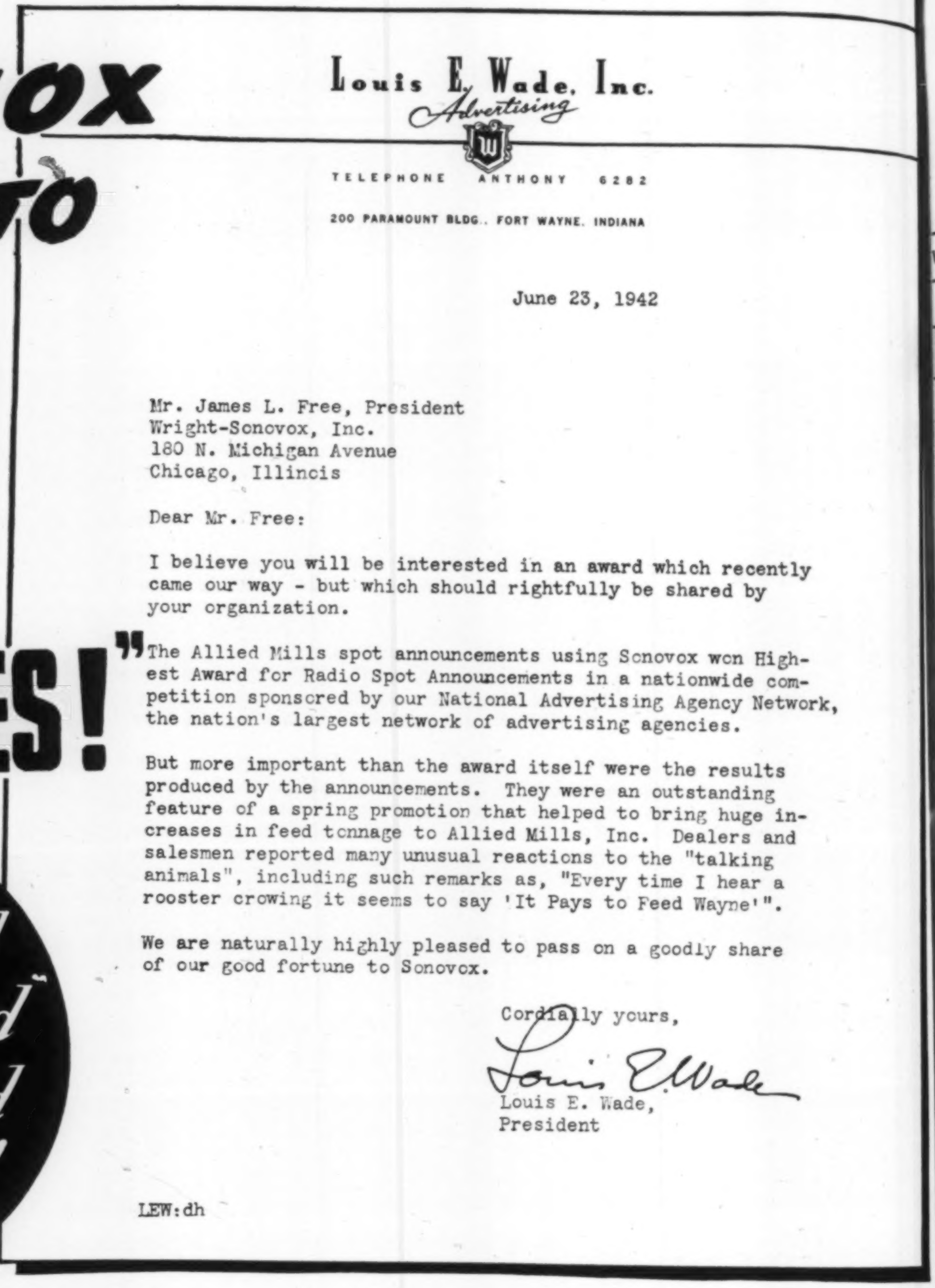
the blue network

"KEEP 'EM REMEMBERING"

XUM

SONOVOX HELPS TO "BRING HUGE INCREASES!"

Singing and Talking Sound Get Big Nod from User!



Louis E. Wade, Inc.
Advertising
TELEPHONE ANTHONY 6282
200 PARAMOUNT BLDG., FORT WAYNE, INDIANA

June 23, 1942

Mr. James L. Free, President
Wright-Sonovox, Inc.
180 N. Michigan Avenue
Chicago, Illinois

Dear Mr. Free:

I believe you will be interested in an award which recently came our way - but which should rightfully be shared by your organization.

The Allied Mills spot announcements using Sonovox won Highest Award for Radio Spot Announcements in a nationwide competition sponsored by our National Advertising Agency Network, the nation's largest network of advertising agencies.

But more important than the award itself were the results produced by the announcements. They were an outstanding feature of a spring promotion that helped to bring huge increases in feed tonnage to Allied Mills, Inc. Dealers and salesmen reported many unusual reactions to the "talking animals", including such remarks as, "Every time I hear a rooster crowing it seems to say 'It Pays to Feed Wayne'".

We are naturally highly pleased to pass on a goodly share of our good fortune to Sonovox.

Cordially yours,

Louis E. Wade
Louis E. Wade,
President

LEW:dh

Thank you, Louis E. Wade, for your generous tribute to Sonovox. We are only too happy that Sonovox could share with you in both the honors of the Award, and in the "promotion that helped bring huge increases in feed tonnage to Allied Mills, Inc." . . . Also, Mr. Wade—please don't forget that our big-time production departments in New York, Chicago and Hollywood are ready, willing and *eager* to work with you agencies in developing further new, compelling Talking and Singing Sounds—and further "huge increases" not only in your clients' businesses, but also in *your own radio billings.*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer* Main 566

BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 7 WASHINGTON, D. C., AUGUST 17, 1942 $5.00 A YEAR—15c A COPY

Equipment Saving, Hour Cuts Are Seen

Fly Cracks Critics For Instability Rumors

CONCRETE plans for the conservation of broadcast equipment, covering probable signing off of all stations at midnight for regular program service, reduction of decibel output, and voluntary suspension without loss of licenses of unprofitable stations in secondary areas, are being evolved jointly by the Board of War Communications, War Production Board and the FCC.

Further consideration of this plan—a refinement of the project originally outlined by the Radio Section of WPB—was given last week in these Government quarters. Involved would be modification of FCC regulations and engineering standards to allow these altered operating practices with the intention of prolonging life of tubes and equipment.

The project will be the crystallization of the original BWC-FCC-industry plan for an equipment pool, which now apparently has been superseded.

The program now under consideration:

1. A possible sign-off of all stations at midnight, except key stations which would be maintained on a stand-by basis.

2. Revision of FCC regulations to allow stations to divide time.

3. FCC authorization to enforce the reduction of output by 1½ DB (compromise may produce a 1 DB reduction).

4. FCC amendment of the engineering standards to allow relaxation of distortion and performance standards for the duration.

5. FCC amendment of regullations to allow stations to suspend service for the duration, without loss of license.

6. Coordination of police radio systems.

A universal sign-off of all stations at midnight would require FCC sanction. In addition the FCC would have to amend its current regulations which enforce 24-hour service by key stations [BROADCASTING, Aug. 3]. Under current proposals, key stations would maintain a stand-by crew to meet emergency needs and thereby conserve equipment by reduced hours of continued operation.

Night Audience

At the same time, WPB recognizes the necessity of broadcasting after midnight in some sections of the country in order to satisfy the radio tastes of defense workers who have turned night into day. In such cases it is desired that one or more stations might remain off the air during certain daytime hours allowing other stations in the same community or area to service the daytime audience.

As an alternative, it was suggested stations might cooperate to work out a staggered broadcast schedule to service all listeners. In this fashion, radio service would not be reduced but the vital conservation of equipment and tubes would be effected. In addition to dividing time, stations in the same area might also stagger use of transformers to conserve tube life.

To aid further in the conservation of equipment, efforts are being made to have the FCC reduce the output of stations by 1½ DB. This measure is urged since the effect could not be discerned by the listener. Furthermore it would be an important contribution to the overall conservation scheme.

Relaxed Standards

By relaxing its Engineering Standards the FCC would permit certain technical operations impossible in normal times. Essentially this is strongly urged for the desirable effect it would have in prolonging the life of tubes.

Change in FCC rules to allow stations to suspend operations for the duration without loss of licenses is sought primarily to conserve use of vital parts. As a secondary measure it has been pointed out that some 200 stations operated at a loss last year.

Since the reduced civilian economy is likely to be more stringent as time goes on, WPB assumes commercial sponsorship may be further reduced on secondary stations. By stabilizing stations economically and not enforcing continued operation, the station benefits greatly, it is suggested. Since many small stations operate in areas well-covered by larger stations the listeners would not lack for service. Of prime import is the valuable saving of equipment effected by such a program.

Throughout the country there are more than 13,000 police radio systems in operation. By eliminating duplication and coordinating the efforts of others, much needed equipment would be conserved.

Although the BWC has not yet been able to compile the results of its tube survey [BROADCASTING, July 6, 13, 20], BWC-FCC Chairman James Lawrence Fly is not ignoring radio's equipment problems. At his press conference Aug. 10, Chairman Fly expressed his "concern" over various stories being circulated in advertising circles that the radio industry lacks stability and many stations may have to go off the air.

A Big War Job

"Now that's a lot of eyewash," Chairman Fly declared, maintaining that the radio industry is not unlike any other industry in wartime facing comparable problems. But he pointed out that he has talked "this matter over with WPB representatives and others concerned with it and I find no reasonable justification for any such rumors. We not only plan to have the broadcasting industry continue to do its job but it is quite essential from the standpoint of general morale, war information and other essential purposes."

He emphasized this when he said every effort would be made "to keep broadcasting going", but claimed to see "no basis" for suggestions leading to reduced service. He said it was unfortunate that "adverse interests" were inspiring

(*Continued on page 58*)

Treasury, FCC Refute Claims By Haggerty on Radio Levy

Union Official's Statements Draw Reproofs as Charges at Senate Hearing Are Discounted

SHARP criticism and rebuttal of contentions for a yearly tax of 25 to 30 millions on radio net time sales, proposed by John B. Haggerty, president of the International Printing Trades Assns., before the Senate Finance Committee Aug. 3 [BROADCASTING, Aug. 10], came last week from the FCC, the Treasury, industry sources and labor unions.

First blast against the proposed discriminatory tax came from FCC-BWC Chairman James Lawrence Fly who declared at his press conference last Monday that "everybody is trying to jump on the broadcasting industry these days." Not mentioning Haggerty specifically Mr. Fly said that "from adverse competitive sources" a demand had been made that "a heavy tax be laid upon the industry."

Called Extravagant

The FCC Chairman called the demand "extravagant" and said, "I think it is obvious to everybody that a tax of 25 to 20 million dollars on the industry, as has been suggested from some quarters, would not merely be unfortunate but it would be tragic from the standpoint of the industry."

He expressed doubt that "serious consideration would be given to those extravagant demands but its just as well if we all stand up be counted on that question."

The Treasury followed with a refutation of an implication by Mr. Haggerty, in a letter sent to members of his union, that the Treasury had drawn up a plan this year to tax radio net time sales. A Treasury spokesman said that assurance, "with certainty", could be given broadcasters that a discriminating tax of this nature had not been considered by that agency.

The inference drawn from Mr Haggerty's letter was based on his quotation from a letter from Randolph Paul, assistant to the Secretary of the Treasury, which acknowledeged a letter sent to the

(*Continued on page 67*)

XUM

Radio Joins Uncle Sam's War Machine

Southern California Broadcasters Set Up Model Cooperation Plan

Editor's Note: With the war's outbreak, broadcasting promptly was mustered in as a sort of second-line combatant. Things happened almost overnight on the West Coast. In Southern California, all 29 stations and the networks set up an alert system in collaboration with the Fourth Fighter Command. In addition to technical aspects, it now covers war program coordination and clearance. Because of its success, Government agencies regard it as a model. Herewith is the first official description of the project. The article has been approved by the executive committee of the Southern California Broadcasters Assn., the Fourth Fighter Command, Oakland, the headquarters Army Editorial Review Board, and Military Intelligence. The author, SCBA radio coordinator, is a former West Coast station manager and newscaster.

By RICHARD F. CONNOR
Radio Coordinator
Southern California Broadcasters Assn.

ON DEC. 7, Southern California radio was jarred out of its complacent, slow-motion, defense-time tempo. The news of Pearl Harbor had poised a trench helmet on its head; had jammed a rifle in its fist; and had placed the lives of millions in its custody. And there was a job to do.

Overnight, Southern California discovered itself a battlefront—a section of the country fraught with ever-increasing rumors—actively-shelling Jap submarines — reported "unidentified airplanes"—a first-class military target with its oil wells; airplane factories; shipping and shipbuilding activities; in addition to harboring the greatest population of Japanese in the United States.

A Combat Zone

When this country entered the war, the objective of the Southern California Broadcasters' Assn. was to set up a plan whereby all the activities of its member stations could be coordinated for greater efficiency in the war effort. Southern California—indeed, the entire West Coast—was classified as a theatre of war and a combat zone.

We realized that our radio stations—independent stations and the outlets of four transcontinental networks—must be welded at once into a single integrated chain, instantly responsive to the commands and instructions of the military, and, at the same time, organized so flexibly and simply that in time of crisis, orders, instructions and information could be broadcast regionally, locally, or by any desired grouping of stations.

This objective was achieved in a remarkably brief period of time. Naturally, due to the demands of military discretion, many features of the plan cannot be revealed in detail. Much material bearing upon the operation of the plan is in the hands of those in authority, and is obtainable from them by those with proper credentials. Substantially, this is the picture.

The problems confronting broadcasters in this area were multitudinous. Swinging into Dec. 8, and from thence onward, tons of printed matter and verbal requests swamped radio stations. Military units wanted to utilize our facilities for all manner of demands; relief societies and synthetic aid promotions littered the executive desks.

Achieving Silence

The industry experienced the biggest headache of its career trying to winnow the wheat from the chaff and found it ever-increasingly difficult to do so. Uncorrelated defense units, public servants inspired with national defense as a political adjunct, fathered defense organizations, all of which created a bottleneck, demanding that something be done to remedy the situation.

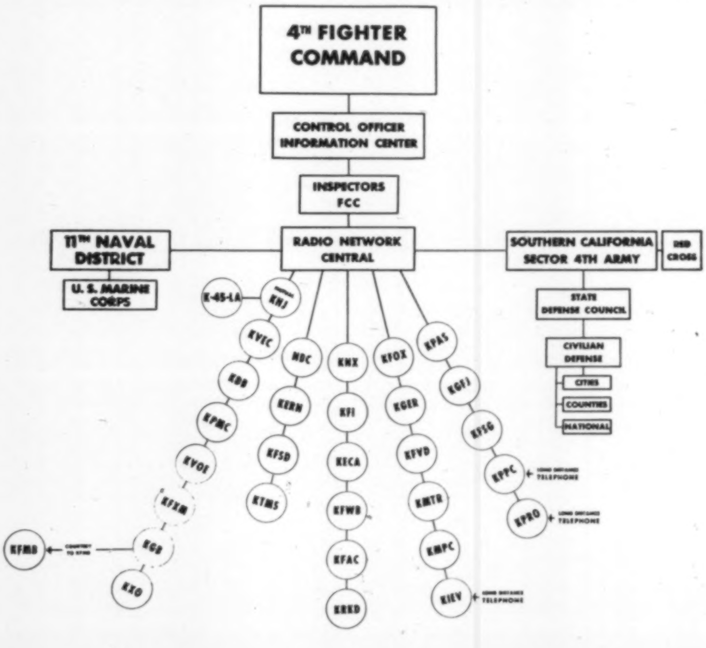
Also, the great technical problem of handling Radio Silences and directives effectively and efficiently had to be worked out. Originally, it took anywhere from 5 to 15 minutes to produce a complete Radio Silence.

MR. CONNOR

In case of active attack, it was pointed out by the IVth Fighter Command that it would prove suicidal to allow stations to remain on the air for that long a period after the warning had been received.

An enemy plane can ride in on a radio beam—locate strategic objectives—drop its load of death and destruction—and be on its way again—all in the space of a very few minutes. Thus, the technical means of coordinating the station activities of this area, so that an order for "Radio Silence" would be instantly complied with, had to b planned.

SETUP FOR RADIO CENTRAL SYSTEM



In a brief summary, here ar the problems which confronte member stations at the outbrea of war:

1. To make radio facilities instant available to the armed forces, and c ordinate "Radio Silences."

2. To establish contact with Arm and Navy units who would appro or disapprove requests made upon r dio by civilians and newly-created d fense organizations in order to authe cate, clear and evaluate requests f publicity, spot announcements a sustaining time.

3. To avoid: a, the use of code messages; b, the release of mis-info mation; c, conflicting statements.

4. To conform to the Code of Wa time Practices For American Broad casters as set up by the Office of Ce sorship, Washington.

5. To weld our facilities into a efficient system poised for instan emergency use, complete in every respect so that there would never be nee for any outside agency to assume direction and control.

We believe that unusual foresight on the part of the SCBA provided the cornerstone for our successful set-up today. As its nam implies, our organization wa formed about twelve years ago t promote the mutual interests o broadcasters in Southern California.

Prior to Pearl Harbor, our association had operated a panel i downtown Los Angeles, permitting certain programs, when desired, t be patched into various independen stations, as well as the four coast-to-coast networks. This invaluable Master Control was originally established by Lawrence W. McDowell, manager of KFOX, Long Beach, and now chairman of th executive committee of the SCBA.

Quickly Organized

If our Radio Central in Los Angeles proved a great boon before the war—which it did—it proved of priceless value in setting u our present plan of operation. On Dec. 15, one week after Pear Harbor, these facilities became th foundation of our present radi alert plan.

Our organization appointed a executive committee to formulat a drastic and comprehensive pla of action. This committee include in addition to Mr. McDowell Donald W. Thornburgh, CBS vice president; Harry Maizlish, KFWB Hollywood; Van C. Newkirk, MBS and Harry W. Witt, KNX, Hollywood, president of the SCBA. Th committee has been actively assisted in its work by Harriso Holliway, KFI-KECA, and Lewis Allen Weiss, of the Mutual-Do Lee network. Subsequently, th Office of Director of Radio Coordination was created.

Following the declaration of war KFI, KNX, KHJ, and KFAC were designated key stations by the Army. The FCC issued instructions that all stations in this area would be obliged to monitor one of the

(*Continued on page 62*)

XUM

"BUT I JUST CAN'T MARRY YOU ALL!"

● Maybe you've never stopped to think about it, but one of the big differences between radio in big cities, and in Iowa, is this:

In your big city, the audience usually isn't "married" to any one favorite station, because it's easy to get perfect reception from any one of three or four big 50,000-watters in the immediate vicinity.

But here in Iowa, on the other hand, *almost everybody* has one big favorite station—because there's only one big station in the State!

This fact is again irrefutably proven in the 1942 Iowa Radio Audience Survey. Nearly 10,000 Iowa families, interviewed along approved "sampling" lines, voted as follows for the station to which they "listen most" (daytime):

WHO	55.7%
NEXT	8.1%
NEXT	7.7%

But that's only a very small fraction of the *really important* disclosures made in the 1942 Survey. It reveals, for example, what percentage of the audience writes to radio stations—and why. It *proves* a dozen facts that you've heretofore had to *argue* about. . . .

Write for your copy of this truly enlightening study—*today!* Take our word—you'll be glad you did. And there is no obligation, of course.

WHO

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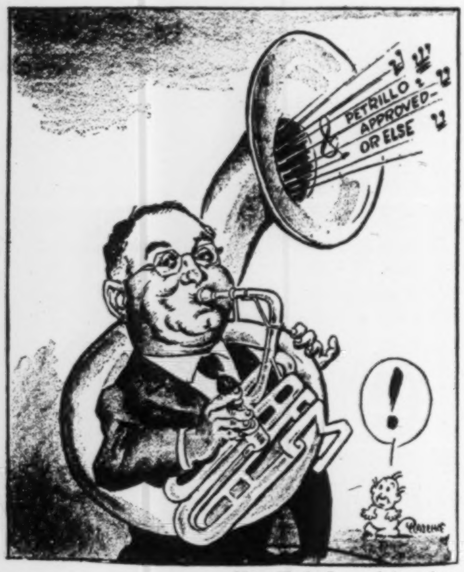
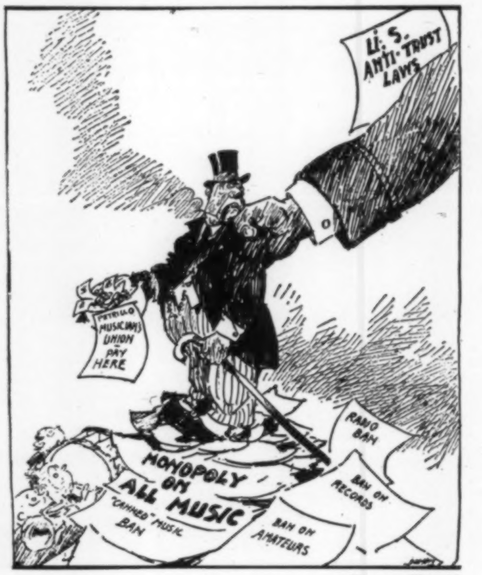
DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Petrillo Gives Newspaper Cartoonists a Field Day



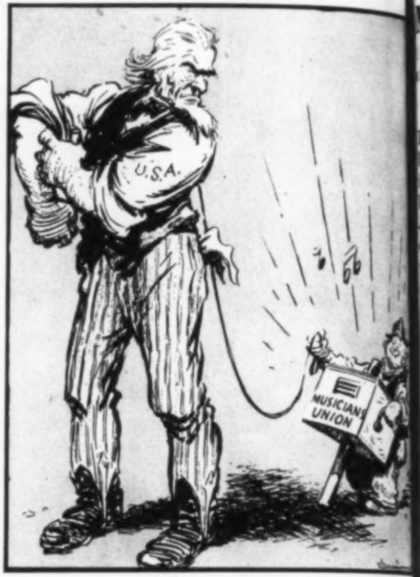
New York Journal-American

The Music Comes Out Here



Boston Herald

You Are Wanted, Petrillo!



Chicago Daily News

Making a Monkey of the Wrong Fellow

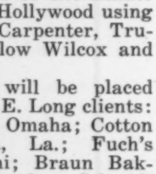
Local Bakery Campaign Recorded by Long Co.

W. E. LONG Co., Chicago, has transcribed a series of one-minute announcements in Hollywood using Don Wilson, Ken Carpenter, Truman Bradley, Harlow Wilcox and Bill Goodwin.

Announcements will be placed locally by these W. E. Long clients: Peterson Bakeries, Omaha; Cotton Bros., Alexandria, La.; Fuch's Baking Co., Miami; Braun Baking Co., Pittsburgh; Schmidt Baking Co., Baltimore; Fisher Baking Co., Newark, and Pioneer Baking Co., Sacramento. Announcements were recorded by C. P. MacGregor, Hollywood, under the direction of Al Sperry, radio director of the W. E. Long Co., who recently spent four weeks on the Coast. The company has also recorded two series of one-minute spots featuring the King's Jesters. One of these series, cut by Columbia Recording Corp., Chicago, will be released for local promotion by laundries.

Capt. Sproul Dead

COMMISSIONED three months ago, Derby Sproul, formerly production manager of KLZ, Denver, has been killed in action somewhere in Africa. At the time of his death he was serving as a captain in the Army Air Forces, assigned to supplies. As yet, no details have been received as to the exact cause of his death. Before joining KLZ Mr. Sproul was with KOA and KDKA, as program manager. He is survived by his mother, a wife and three children, and a brother.



Capt. Sproul

Atlantic Refining Discontinues Annual Grid Broadcast Series

Other Oil Companies Remain on Air, However, As Gas Shortage Complicates Marketing

ATLANTIC REFINING Co., Philadelphia, which for the last six years has been the main sponsor of broadcasts of Eastern Football games, last week announced that it is compelled to forego these annual broadcasts because of the gas shortage in the Eastern area. Other gas and oil companies, however, have not curtailed or cancelled their current radio schedules, despite the gas situation, except for Shell Oil Co., which discontinued its spot campaign in the Eastern area this spring.

Used 83 Stations

Gas and oil companies currently using radio in the East include Sun Oil Co., Lowell Thomas, NBC; Richfield Oil Corp., *Confidentially Yours*, MBS; Pure Oil Co., H. V. Kaltenborn, NBC; Esso Marketers, *Esso Reporter*, on 34 Eastern stations, and plans to broadcast the Army-Navy game this fall from Philadelphia; Texas Co., *Texas Star Theatre*, summer replacement for Fred Allen who returns this fall to CBS, and Metropolitan Opera Broadcasts this season on the BLUE; Cities Service Co., *Cities Service Concert*, NBC; Gulf Oil Corp., *We, The People*, CBS, and Sinclair Refining Co., *Sinclair Melodies*, through local dealers.

Last year Atlantic Refining placed its schedule of gridiron games on 83 stations in the company's marketing area from New England to Florida on the Atlantic Seaboard and as far West as Ohio. Games included those of leading colleges, high schools and professional teams, and was the largest schedule ever placed by Atlantic.

With the cancellation of its fall football, the company has relinquished its rights to the Dick Dunkel Football Forecast, which for the first time in eight years, will be available to Eastern stations and local sponsors through Radio Events Inc., New York, distributing agent for the forecast. In past years, Atlantic Refining held an option for the forecast as used on Eastern stations only, promoting it during play-by-play descriptions of various games and advising listeners that copies could be obtained through Atlantic dealers. West of Ohio, the forecasts have been, and are again this year, available to stations for local sponsorship.

WRC Signs

According to Joseph Koehler, general maanger of Radio Events, WRC, Washington, has signed the first Eastern station contract for the Dunkel forecast, while 34 other stations have requested tentative options on the football service.

In notifying Mr. Dunkel of the option lapse on his forecast, Wallace Orr, account executive of N. W. Ayer & Son, Philadelphia, Atlantic's agency, stated, "Naturally the Dunkel forecast has been an important factor in the success of the Atlantic football broadcasting plan. It proved itself the best traffic puller Atlantic has ever used. Due to the present emergency, we are forced to discontinue the use of the system for this fall. It is our earnest hope that we will be able to resume its use after the present emergency."

The action comes as a blow to colleges, especially the smaller schools that depended heavily on the radio money to make up deficits. Atlantic Refining had paid each school from $5,000 to $30,000 for radio rights each season.

The colleges are anxious to remain on the air, regardless of sponsorship, and in Philadelphia the U of Pennsylvania, Temple and Villanova, all carried last year by Atlantic, are negotiating with local stations. The Philadelphia Eagles, professional team also carried by Atlantic Refining, has been assured play-by-play broadcasts on WFIL for Pabst Beer. Jack Surreck, sales manager of WFIL, closed the deal in Chicago last week with Pabst Brewing Co., Milwaukee, through Lord & Thomas Agency, Chicago.

Pabst Beer will sponsor the 12 game schedule of the Eagles, both home and away, starting Sept. 13 and ending Nov. 29. WFIL will make its own pick-up for the away games, sponsor bearing the line charges from the distant points including Chicago, Cleveland, Buffalo, New York, Brooklyn and Washington. Byrum Saam will announce.

WIND has set up a 24-hour-a-day War Bond booth in the Gary bus terminal, operated by mothers of servicemen and members of the staff.

FCC and NAB Aiding Federal AFM Suit

May Intervene in Hearing Set Sept. 16

PROSPECTS of intervention both by the FCC and the broadcasting industry in the anti-trust suit filed by the Dept. of Justice against James C. Petrillo and the American Federation of Musicians developed last week as both the FCC and the NAB initiated moves to gather evidence for the Sept. 16 injunction hearing.

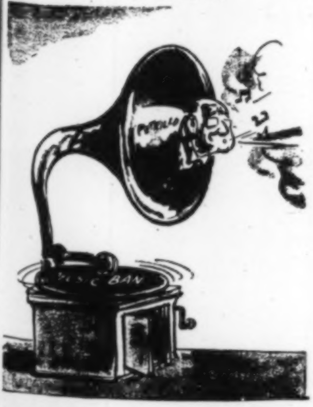
The FCC last Tuesday announced it had authorized a questionnaire to all stations to learn the extent to which recordings and electrical transcriptions are used by the industry. It also proposes to go into related music matters, such as the Petrillo-ordered cancellation of the Interlochen High School orchestra broadcasts.

Power of FCC

While some question naturally has arisen as to the FCC's jurisdiction over programs, it nevertheless has been definitely established that the Commission can seek information on virtually any subject related to radio. It is presumed the questionnaire results will give the FCC a basis for testimony in the anti-trust suit. Assistant Attorney General Thurman Arnold, who personally will direct the Government's case, it is understood, asked the Commission to procure such material.

Meanwhile, last weekend NAB President Neville Miller announced the trade association would ask leave of the Federal court to file a brief amicus curiae (friend of the court) in the anti-trust suit. "The NAB," Mr. Miller said, "understands the Dept. of Justice would welcome the filing of a brief by the NAB in connection with the motion to dismiss the Government's complaint which was made by Joseph Padway, counsel for Mr. Petrillo."

'— and it comes out here.'



Detroit News

Renewed efforts last Thursday of AFM for dismissal of the anti-trust suit fizzled. In preliminary arguments before the Federal District Court in Chicago on the AFM motion to procure a hearing on its dismissal plea on Aug. 24, the court instead granted the Government motion for postponement of this argument until Sept. 16, when the Government's plea for an injunction will be heard.

Over the objections of AFM counsel Joseph A. Padway, Federal Judge William J. Campbell granted the order after hearing Daniel B. Britt, special assistant to the Attorney General in Chicago, explain that Assistant Attorney General Arnold could not appear before Sept. 16. As things stand now, both the AFM dismissal plea and the Government injunction motion will be heard Sept. 16 before Judge John P. Barnes.

THE AFM COMES FIRST
$500 Fine Slapped on Singer
Of National Anthem

BECAUSE he sang the National Anthem during a Fourth of July concert in a public park without the permission of the AFM local, Don Mario Providence band leader, was fined $500.

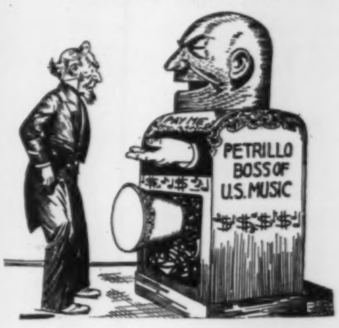
A United Press report from Providence on Aug. 12 recited that Mario stood with 20,000 others and sang the Anthem at a Roger Williams Park concert. A native of South America, Mario said he would appeal the fine to union headquarters in New York. "The fine was imposed," says the dispatch, "because he did not get the union's permission to appear in the park."

Although it was regarded as a foregone conclusion that the Government request for extension of date for hearing the AFM dismissal motion would be set to coincide with the Sept. 16 hearing date, Mr. Padway nevertheless opposed the extension, delivering an oration in which he continued his running attack against Mr. Arnold.

'Tried in Newspapers'

He charged the case was being tried in the newspapers and that Mr. Arnold in the press had threatened an indictment against AFM. Judge Campbell, in granting the Government's motion to consolidate the hearings Sept. 16, said, "It is regrettable that a great deal of the information relative to this case has been released prematurely to the press. However, it is hoped that the press is equally open to both sides."

"THE SUPER JUKE BOX"



Chicago Times

In his attack Mr. Padway, who is also general counsel of the American Federation of Labor, recited that despite Mr. Arnold's statements, no indictment against FM has been brought. He alluded to the postponement of trial on the injunction suit from Aug. 7 to Sept. 16, which he said was accomplished "without the courtesy of consulting us".

"We don't know why the Government wanted to postpone this case," he said, "but we have some ideas—they want the musicians to yield to pressure brought by the broadcasting and recording companies—they want the union to yield before the case comes to trial.

First in District Court

"I have appeared in dozens of these cases against Mr. Arnold. Although Mr. Arnold has appeared in the Circuit Court of Appeals and the Supreme Court, this is the first time he has ever appeared in a Federal District Court in a labor anti-trust case. And if this case is so important that Mr. Arnold must appear then it should be speedily brought to trial.

"We are anxious to remove the stigma placed upon the AFM by the public through distorted and scurrilous press releases by the Dept. of Justice. We are ready to go before any judge to clear ourselves of the ignominous and disgraceful charges hurled against us by the Assistant Attorney General."

Mr. Britt had told the court the questions involved in the motion to dismiss and the motion for an injunction were of a similar nature. He related that Mr. Arnold personally desired to argue the case but could not appear before Sept. 16.

In addition to Mr. Britt, assisting Mr. Arnold in preparation for the trial are Holmes Baldridge, chief of the Litigation Section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General now in charge of the New Orleans office of the Anti-Trust Division.

Mr. Waters, who successfully handled the ASCAP and BMI consent decrees and is regarded as the Government's expert on radio music matters, is handling certain aspects of the case from New Orleans. He was in Washington dur-

(*Continued on page 59*)

FCC Station Questionnaire Is Aimed At Data to Be Used in Petrillo Case

ACTING WITH dispatch to enable it to amass as much information as possible prior to the Sept. 16 court arguments in Chicago on the Government's plea to enjoin the American Federation of Musicians, the FCC last week-end sent to all stations a detailed questionnaire on the use of phonograph records, transcriptions and musicians by the industry.

Authorized by the Commission last Tuesday to undertake the survey, following FCC Chairman James Lawrence Fly's condemnation of the Petrillo bans and their possible effect upon ability of the industry to render peak service during the war emergency, the Law Department undertook drafting of the comprehensive questionnaire, in the hope of getting it to all stations by early this week. Stations are requested to return the questionnaire "within five days". Presumably the hope is to get the bulk of returns by Friday (Aug. 21) so that analysis and preparation of conclusions can be undertaken over the week-end.

General Counsel Telford Taylor has delegated direction of the study to Charles R. Denny Jr., assistant general counsel in charge of litigation and administration. He is assisted by Harry Plotkin, Marcus Cohn, and Daniel Meyer, attorneys.

Stations are asked to supply data on use of music in programming operations, covering every phase of rendition. The analysis is designed to show the precise percentage of station time devoted to transcriptions, phonograph records, live professional musicians, so-called amateur or non-commercial talent, musical talent, and the proportions devoted to network or non-network operation and to sustaining and commercial programs. It is by all odds the most complete and exhaustive study of the subject ever undertaken.

Along with the 10-page questionnaire, the FCC dispatched a covering letter and a suggested form of worksheet for compilation of the information. In addition to portions of the questionnaire covering use of music in its various forms, the FCC also asks for any information relating to instances comparable to the recent cancellation of the high school orchestra broadcasts from Interlochen over NBC at the direction of Petrillo. Information on employment of "standby" orchestras by stations, likewise is requested.

Data on use of music is requested for the week of April 5-11, selected as a typical broadcast week. The questionnaire must be sworn to by a station official.

Aside from questions pertaining

(*Continued on page 55*)

Rynd Is Appointed Treasurer of Blue

Replaces Yandell, on Leave to Assume Wartime Position

CHARLES E. RYND, sales service manager of the BLUE since its separation from NBC the first of this year, has been appointed treasurer of the BLUE, succeeding Lunsford P. Yandell, who has been granted a special leave of absence by the network to take charge of American Red Cross Services in Great Britain, at the request of Norman H. Davis, ARC chairman. Mr. Yandell, who continues as vice-president of the BLUE and as a member of the company's board of directors, is in London now and will be in charge of establishing facilities for Red Cross services to U. S. armed forces stationed in England.

Mr. Rynd

In addition to his duties as treasurer, Mr. Rynd will continue to supervise activities of the sales service department, although Ludwig Simmel of that division will take over active management. Further realignment of executive positions at the BLUE were also announced by the board of directors following Mr. Yandell's resignation.

It was also announced last week that Frank T. Zinn, RCA resident counsel, has been elected a director of Radio-Keith-Orpheum Corp., succeeding Mr. Yandell.

Other Changes

Anthony B. Hennig, formerly in the treasurer's office, has been officially designated assistant treasurer. Alexander D. Nichol was appointed comptroller of the BLUE and will continue to act as auditor and signing officer. Robert D. Swezey, legal counsel, continues in that capacity and has been appointed assistant secretary of the BLUE.

Mr. Rynd, an engineer by training, studied at Hamilton College and MIT. After several years experience in sales and sales service, he joined NBC in 1935. He served as assistant sales traffic manager until January 1942, when he was named manager of the BLUE sales service department.

General Baking Tests

GENERAL BAKING Co., New York, which this spring ran a test campaign in the Philadelphia area for Bond Bread, from Aug. 10 to Sept. 5 is placing another campaign of spot announcements and chainbreaks in Pennsylvania and Maryland through Ivey & Ellington, Philadelphia, and in New York and New England through Newell-Emmett Co., New York. Frequency of announcements vary according to stations, and a total of 30 have been placed by Newell-Emmett Co.

'Time' and WQXR Make Arrangements For Experiments in Radio Programming

COMPLETION of an arrangement whereby WQXR, New York, and Time Inc., publisher of *Time*, *Life* and *Fortune*, will collaborate in "experiments in radio programming and broadcasting" was announced last week by John V. L. Hogan, president of Interstate Broadcasting Co., operator of the station.

Frank Norris, managing editor of the *March of Time* broadcasts, assisted by Joel Sayre and Finis Farr, formerly with the editorial staff of the *March of Time*, will work with Elliott M. Sanger, general manager of WQXR, and his staff in the project.

Terms of Purchase

Terms of the agreement, which is subject to ratification by IBC stockholders, include the acquisition by *Time* of 1,000 shares of preferred stock in the broadcasting company and the inclusion of two *Time* representatives on the IBC board of directors, David Brumbaugh, secretary of *Time*, and Mr. Norris. There is no change in ownership of common stock or in the management of IBC, the announcement stated.

Mr. Hogan said the deal will not change the program policy of WQXR. "The station will continue to emphasize good music and the addition of *Time's* facilities will now make it possible to supply authoritative news of a quality as high as our musical standards."

Questioned as to plans, Mr. Norris said he could make no definite statement at this time, "not that there's any attempt to cancel what we're doing, but right now both we and the station people have submitted dozens of ideas for consideration. It's a wide, wide field." *Time* will soon begin supplying WQXR with news on a regular basis, he stated, "both across the board and up and down" the station's schedule, augmenting its present news coverage.

WWL Names Simpson

JACK SIMPSON, veteran radio director, has been appointed production manager of WWL, New Orleans. Mr. Simpson succeeds Ed Hoerner, recently named program director [BROADCASTING, Aug. 3]. A resident of New Orleans since 1932, Mr. Simpson joined Stone - Stevens - Howcott - Halsey Inc., agency of that city, in November 1937 as radio director. On the West Coast recently, he worked with Ralph Bellamy, directed Hanley Stafford ("Daddy" of Baby Snooks) and joined in developing a show for Erle Stanley Gardner, Perry Mason mystery author.

Mr. Simpson

Campbell Is Appointed As KMOX Sales Chief

J. SOULARD JOHNSON, local sales manager of KMOX, St. Louis, left last week for service as a second lieutenant in the Army Air Forces, Officer's Training Camp, Miami Beach, and Wendell B. Campbell, now western sales manager of Radio Sales, Chicago, has been named to replace him. Mr. Johnson, formerly director of promotion for KMOX, has been sales manager for nine months.

Mr. Johnson

Mr. Campbell, whose appointment as sales manager becomes effective Sept. 1, has been with Radio Sales, Chicago, since Aug. 1, 1938, and has been western sales manager since May, 1942. At KMOX he will have complete charge of sales, sales service, sales promotion, sales merchandising and will spend considerable time in Chicago and New York.

NBC Appoints Wright Production Head in East

WYNN WRIGHT, production manager of NBC's central division in Chicago, has been appointed NBC eastern division production manager replacing Ray Nelson, who has been assigned special programming duties with WEAF, NBC New York outlet, according to C. L. Menser, NBC vice-president in charge of programs.

Mr. Wright

Charles Urquhart, assistant production manager of the NBC central division, will take over Mr. Wright's duties in Chicago, effective Aug. 17.

Ray Nelson, who has been conducting several programs on NBC, in his new position with WEAF will return to active work at the mike as well as develop new program ideas.

Aircraft Radio Account

CHAMBERLAIN AIRCRAFT Corp., Philadelphia (defense industries school), has set up a radio communications division with the approval of Chief Signal Officer of the Army. Rado and newspapers will be used to exploit the new school training program to acquaint draft-eligible men with the opportunity offered by this new course. Garry Bub of Stewart-Jordan Co., Philadelphia, handles the account.

Pall Malls Spot

AMERICAN CIGARETTE & Cigar Co. on Aug. 17 starts a six-week campaign for Pall Malls on WJZ, New York, with seven-weekly transcribed announcements on *Ed East in Breakfast in Bedlam*, participation show. Agency is Ruthrauff & Ryan, New York.

WHITE MOTOR BUY BLUE AWARD TIM

THIRD COMPANY to buy ti on WJZ or BLUE to broadca ceremonies in connection with th "E" award for excellence in pr duction is White Motor Co., Clev land, which has signed for a hal hour on all BLUE stations Au 12. Under Secretary of War Ro ert P. Patterson, will present th Army-Navy "E" award. Other taking part in the broadcast w be: Robert F. Black, presiden White Motor Co.; Edward F Stubbs, president, United Auto mobile Workers, CIO, Local 32, an Cleveland's Mayor Frank J Lausche. Fulton Lewis jr., com mentator, will m.c. Agency fo White Motor Co. is D'Arcy Adv Co., Cleveland.

Lukens Steel Co., Coatesvill Pa., Navy "E" winner, broadcas award ceremonies on WJZ, WFIL and two other outlets in an hour program March 27. Bethlehem Steel Co., Bethlehem, Pa., another winner, used a half-hour on WJ May 9 for the same purpose.

Shouse Goes to Capital To Pinch - Hit at BVC

AFFAIRS of the Broadcasters Victory Council, broadcasting trade group coalition, are being directed temporarily by James D. Shouse, vice-president and general manager of the Crosley stations, and member of the Council as representative of the Clear Channel Broadcasting Service.

Mr. Shouse

Mr. Shouse is pinch-hitting for John Shepard 3d, BVC chairman, who is in Boston looking after Yankee Network affairs, and O. L. (Ted) Taylor, BVC executive secretary, now in Amarillo, directing the Taylor-Howe-Snowden stations, which he heads. The WLW-WSAI-WLWO manager arrived in Washington Aug. 10, and under present plans will serve through Aug. 22.

Campana's Fall Plans

CAMPANA SALES Co., Batavia, Ill. (Campana's Balm, Dreskin, hand creams), in addition to resuming *The First Nighter*, half-hour dramatic program, the first week in October, will start a weekly quarter-hour network program, format of which is undecided. Time and network for both programs will be selected within the next few weeks, according to Aubrey, Moore & Wallace, Chicago.

Cranberry Plans

AMERICAN CRANBERRY Exchange, New York, is lining up its annual fall campaign for Eatmor cranberries with an increased promotional appropriation. Details of the usual spot announcement schedule used in the campaign have not been announced. Agency is BBDO, New York.

WGEO, General Electric shortwave station in Schenectady, is now using a new 100,000-watt transmitter.

STANDOUT

Voices of the DENVER REGION

WES BATTERSEA
CHARLIE ROBERTS
BOB HARRIS
JACK SHERLOCK
AUSTIN WILLIAMS
"BUD" THORPE
"MATTY" McENIRY
KLZ
CBS

• These are the "voices" of KLZ—as familiar and friendly to the listeners of the Denver-Rocky Mountain region as their nextdoor neighbors. Only one of the seven has served less than 18 months. One has been trademarking KLZ programs for 10 years.

These old, familiar voices have a standout advantage when it comes to talking business —YOUR business—to the listeners of this area. Let them speak for you and your product or service in the Denver-Rocky Mountain region.

KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City ★ Represented by The Katz Agency, Inc.

Station's Part in War Effort May Affect Employe Drafting

MEETING twice last week to consider occupations for inclusion in its "essential" list, the Inter-Agency Committee of the War Manpower Commission has covered "a great many" jobs, it was said, but indications were given that the complete list would not be issued for at least another two weeks. The committee is made up of representatives of most Government agencies.

Broadcasting and communications, it was said, were considered only parenthetically at the meetings, the major portion of the time being devoted to what are considered the most vital occupations such as agriculture and food processing. This was in line, it was added, with the policy of WMC to give first attention to industries in which production must be stepped up for the war effort and "vital" occupations in which there are acute shortages.

Following this, the BWC on Aug. 13 approved a questionnaire to be sent to stations and communications companies which asks for detailed information on critical occupations in these fields. Results from the questionnaires will be incorporated in later reports to the WMC, it was said.

Separate Lists

Meanwhile the WMC last week returned to the Board of War Communications the list of broadcasting and communications occupations the BWC had sent to WMC for consideration on July 20 [BROADCASTING, July 27]. It was said the list had been returned so the BWC's industry committees could submit any further information on the occupations.

On the matter of listing occupations, a WMC spokesman said there would be separate lists issued as the work of the inter-agency committee progresses, each list including employes under a broad category. In such an event it was expected broadcasting employes would be included under the general classification of "communications".

In a discussion on how the draft status of broadcasting employes—those included in the list—would be handled by Selective Service local boards, a WMC representative said that under the broad discretionary power given these boards it was difficult to anticipate what moves would be made.

He went on to point out that in some "essential activities" there was duplication of effort—drawing an analogy from four milk wagons covering a route that could be served by one—and said that in the case of radio some boards might go so far as to attempt to determine which station, in localities where there are more than one, is most essential for the war effort.

Amount of Aid

Following this, it was hinted, the boards might draft employes of one station while deferring those of another. The board's determination, it was said, might rest on the question of which station is giving the most time to the war effort.

It was added that WMC will in no case attempt to discriminate between companies engaged in the same activitiy as to which is contributing most to the war effort. However, this might be done by local draft boards as the needs for military manpower become increasingly acute, it was said.

Brig. Gen. Colton Elevated

ELEVATED to the rank of major general last week by President Roosevelt was Brig. Gen. Roger B. Colton, Signal Supply Service head in the Office of Maj. Gen. Dawson Olmstead, Chief Signal Officer. Gen. Colton is in charge of directing the 6 billion dollar communications equipment procurement program for the Signal Corps. Confirmation of the nomination is expected from the Senate Military Affairs Committee this week.

Noon Prayer

WWJ, Detroit, has cleared a one-minute spot at noon every day but Sunday for an indefinite period to present a prayer by representatives of the Protestant, Catholic and Jewish faiths. The Detroit Council of Churches is supplying speakers for Mondays, Wednesdays, and Fridays; the Most Rev. Edward Mooney, archbishop of Detroit, supervises Tuesday and Thursday periods, and alternates on Saturdays with Rabbi Leon Fram who is in charge of the Jewish observance.

Sherman to Air Force

COMMISSIONED a first lieutenant in the Army Air Force, John M. Sherman, since 1936 technical director of WTCN, Minneapolis, has been ordered to training at Miami Beach, reporting soon after Aug. 18. He was sworn in last week in the office of Swanee Hagman, general manager of WTCN, and granted an indefinite leave of absence. Formerly a district FCC inspector with headquarters in St. Paul, Mr. Sherman has also been technical supervisor of the North Central Broadcasting System since its inception in 1939 as regional network.

Lt. Sherman

CAPT. LOVETTE

Capt. Lovette to Direct Public Relations of Navy

NAMED to succeed Adm. A. J. Hepburn, new chairman of the Navy's General Board, Capt. Leland P. Lovette on Aug. 11 became director of the Navy's Office of Public Relations. He has been assistant director since early this year, and is remembered by broadcasters for his address on radio censorship before the NAB convention in Cleveland May 11. This is his second hitch in the Public Relations Office, having served as office in charge of press relations in early 1937.

In December, 1937, he became chief of the public relations branch and was detached for sea duty in May, 1940. A well-known writer on naval subjects, he was commander of a destroyer division of the U. S. Fleet in the Pacific at the time of the Pearl Harbor attack. Chief of the Radio Section of the public relations office is J. Harrison Hartley, former NBC special events man.

Citation to Olmstead

THE Poor Richard Citation of Merit, annual award of the Poor Richard Club, Philadelphia advertising organization, is scheduled to be awarded to Maj. Gen. Dawson Olmstead, Chief Signal Officer of the Army at a luncheon in Philadelphia Aug. 18. Gen. Olmstead will be the fifth recipient of the award. Presentation will be broadcast over a national NBC hookup. Col. David Sarnoff, RCA president, and now with the Signal Corps, will speak. Other addresses will be made by Clarence L. Jordan, president of N. W. Ayer & Son, and Col. A. A. Farmer, commandant of the Philadelphia Signal Corps Depot and Procurement District.

CAMP PAPERS published in major U. S. service camps here and abroad are to receive special NBC news, features and mats. First issue of this material, dated Aug. 13, includes a story by H. V. Kaltenborn, NBC commentator, and Bob Hawk's reactions to soldier quizes of his *How'm I Doin?*

OWI LONDON POST IS GIVEN CARROLL

WALLACE CARROLL, veteran foreign correspondent of the United Press and former chief of its London bureau, has been appointed director of the London office of the Office of War Information, taking charge of all informational activities of OWI in England and the relaying of U. S. information through British facilities, including radio, to the European Continent.

Mr. Carroll proceeds to London within the next month and will replace James P. Warburg, deputy administrative director for overseas operations, who went there last month with Archibald MacLeish to establish the office. Working with him will be James B. Reston, former *New York Times* staffman in London, engaged by OWI this month along with Richard Hottelot, former UP foreign correspondent, to work in that office [BROADCASTING, Aug. 10].

Mr. Carroll, 35, is a native of Milwaukee and a graduate of Marquette U. After working for UP in Chicago, London and Paris, he was appointed head of its Geneva bureau in 1934. In 1938, following a tour of the Spanish battlefronts, he wrote a series of articles on that conflict, then was transferred to London. His articles on the war in Russia won an award of the National Headliners Club. He has just completed a book on the Russian fighting—which he covered after traveling through the Arctic with the first convoy of American-British material—titled *We're in This With Russia*, to be published in September.

Smith and Bryson Join OWI Staff Under Cowles

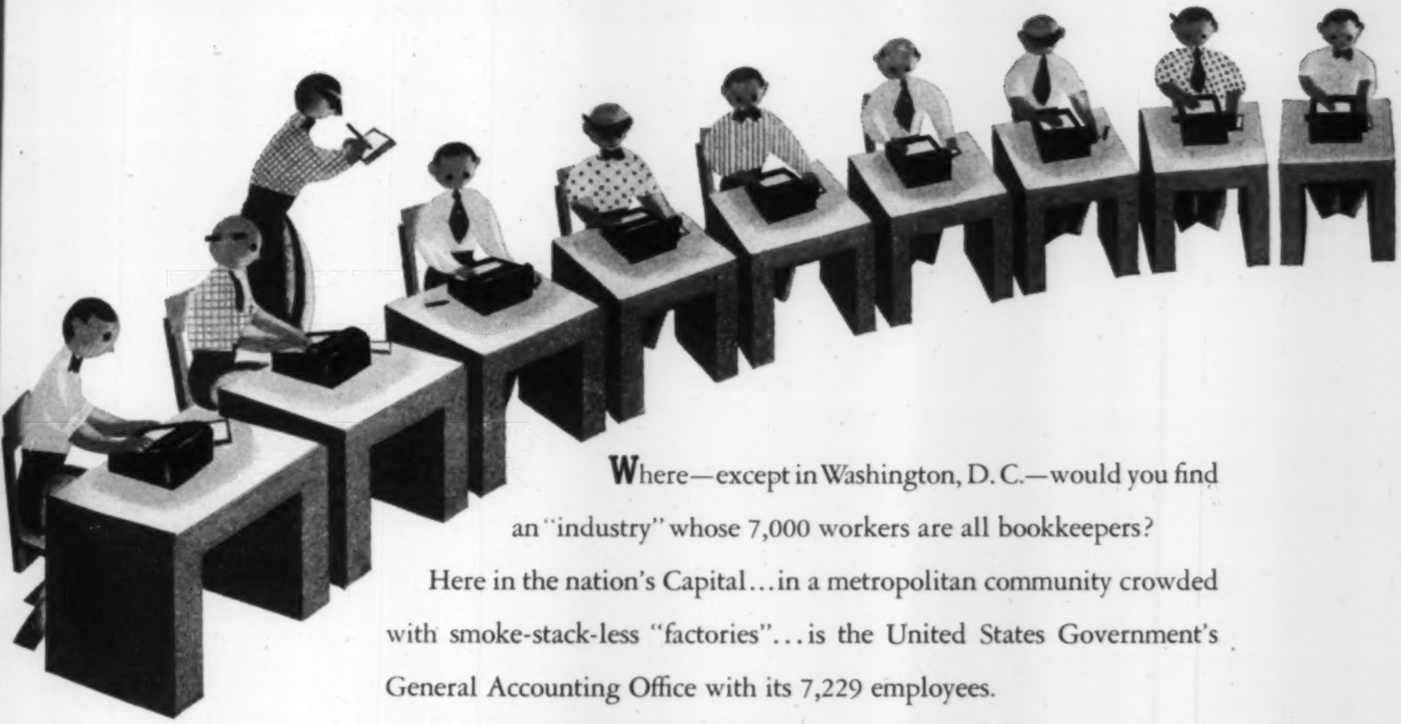
ADDITION of Lt. Com. Paul C. Smith, press officer of the Navy Dept. in Washington, and Lyman Bryson, chairman of the CBS adult education board, to the staff of the Office of War Information were announced last week by Gardner Cowles Jr., assistant director for domestic operation. Lt. Com. Smith, former editor and general manager of the *San Francisco Chronicle*, has been assigned to duty with OWI as an assistant to Mr. Cowles.

Mr. Bryson will serve as a part-time assistant without compensation, assisting in a better flow of war information to the public schools through radio and other channels. He will also aid in the organization of an adult education branch to stimulate discussions of the war and aims of the United Nations among organized groups throughout the country.

Gordon to OWI

MATTHEW GORDON, news editor of CBS, will join the Office o War Information in Washingto shortly. He will be assigned to special project involving the study of enemy news methods. Gordo joined CBS in January, 1939 and successively became news writer, day news editor and news editor of the network. Previously, he was news editor of Press-Radio Bureau, associate editor of *Pathfinder*, and a reporter on several New Yor papers.

Production line on Pennsylvania Avenue



Where—except in Washington, D. C.—would you find an "industry" whose 7,000 workers are all bookkeepers?

Here in the nation's Capital... in a metropolitan community crowded with smoke-stack-less "factories"... is the United States Government's General Accounting Office with its 7,229 employees.

The General Accounting Office is "Bookkeeper" for scores of Uncle Sam's peace-time and war-time operations. The June payroll was in excess of one and one-quarter millions of dollars, putting this Washington "industry" in a class with those that turn out planes and cannon.

These seven thousand men and women and their $1,250,000 monthly income are only a small fraction of the substantial, steady Washington Market. Here, per capita income and per capita expenditure at retail are the greatest of *all* metropolitan markets.

Significantly, Columbia's WJSV is this market's standout advertising medium... carrying far more quarter-hours of non-network business than any other station. In Washington buy WJSV's 50,000 watt sales-voice.

WJSV **WASHINGTON'S 50,000 WATT STATION**

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

How Much to Spend on War Ad Budgets

Wide Variance Is Shown In Amounts Spent By Advertisers

By CORRIE CLOYES*
Business Specialist
U. S. Dept. of Commerce

BECAUSE "business as usual" is out for the duration, questions of all types confront company heads. The trend, unfortunately, is to doubt the necessity of many regular procedures. Advertising is one of them.

But once a company agrees that it should advertise in wartime, the "how much shall we spend" question comes up. What better place to look first for a cue than in its own past records and those of other concerns? Later problems of today can be judged in the light of tomorrow's needs.

The Federal Trade Commission's Industrial Report gives the answer to what was spent in 1939. Here we find average advertising expenditures of various industries in relation to net sales volume for that pre-war year. That these varied widely is seen in the list on this page.

Average Expenditures

Notice that advertising expenditures in this list differed in each case. And remember, each is an average percentage. Various companies in the same classification differed as the size of their companies and their methods of doing business differed. For instance, the Bureau of Advertising, American Newspaper Publishers Assn., reported in 1940 that one well-known low-priced automobile was advertised on the basis of 1% of the cost of the car. And less than 1/50 of a cent a glass was spent to advertise a nationally popular soft drink.

Still another view of the "how much to spend" question is given below. The table gives the percentage of gross sales spent for advertising and is arranged by size of company. It appears in National Survey of Industrial Advertising Budgets for 1941, published by the National Industrial Advertising Association, Inc.

Annual sales volume	*Companies*	*1940 % for Adv.*
Less than $200,000	12	4.34
$200,000 to $500,000	19	2.51
$500,000 to $1,000,000	23	2.57
$1,000,000 to $2,000,000	53	2.26
$2,000,000 to $5,000,000	54	1.87
$5,000,000 to $10,000,000	37	2.12
$10,000,000 to $50,000,000	45	1.12
Over $50,000,000	6	1.24

Here we find the smallest companies spending largest percentages for advertising. But again we deal in averages.

As an example, just consider an industry doing a total sales volume of a half billion dollars. One company captures 40% of this total; one takes 30%; another takes 10% of those sales. What of the remaining 20%? This sizable sum —$100,000,000—is split up among 25 smaller concerns.

They all spend money on advertising. It stands to reason that the individual percentages differ. The largest company, with its 40% of the entire industry's business, can spend a cool million on advertising and still show the smallest percentage in relation to sales. By the same reasoning, one of the smallest companies may set aside only $50,000. Yet, its lower sales volume will push up its advertising percentage.

No Single Yardstick

Moreover, the number of possible prospects may be so few that there is no justification for the largest company to spend even a million dollars. If not, then the largest company reduces still more its small percentage of sales cost that goes into advertising.

Meanwhile, the smaller company may have to continue its high percentage advertising cost in order to get adequate coverage. All of this illustrates the fact that there is no single standard of advertising cost within an industry, just as there is no single yardstick among industries.

How much each company should spend to advertise its product is a matter of individual decision. Averages show trends but can't answer all the questions. Much may depend on the age of the industry. Take aircraft companies. In 1939, they averaged only 0.25% of sales spent for advertising. But to keep their huge new factories busy in peace, they need to spend much more to develop their post-war market.

The big question is—What do you want advertising to do for you? History shows that companies with vision and courage have taken the long view. Set aside what seemed at first like pretty stiff budgets. And they captured the markets they sought.

But far more important than how much to spend at this critical time is why you should spend advertising dollars.

We're at war. We've got to win this war. We've got to win it or there will be no business as we know it. There will be no need to advertise.

Advertisers' Part

Advertisers can help win the war. Help by spurring the people on the home front to help. Help by informing them of what they can do, what they must not do, how to prolong the life of articles, how to save. Help by continually reminding the public of what we are fighting for, why we must win.

And at the very same time, advertisers can continue to build good will; keep their brand names before the public. Whether they have any products to sell or not, they can be stimulating a demand for them right now. And a stimulated demand will be the current that will set the productive wheels whirring on consumer goods when the need for war goods is over.

Yes, business must have customers. Not just a few of the big fellows but all the medium-sized and small-sized companies that go to make up our free enterprise system. All must share in a post-war era of consumer demand such as this country has never seen. An era that, if properly nurtured, will spell prosperous business for the good of all the people.

And if all types of business prosper, the people will prosper. There will be jobs for all who want to work. There will be a flow of consumer dollars that will be spent for the countless things people have done without. There will be customers for the new products that are bound to appear on the market when American skill and ingenuity are let loose on peacetime production.

Think of Tomorrow

It is none too soon to begin thinking of these customers of tomorrow. Customers made up of your employes and the employes of other companies. It is none too soon to set them thinking of your company, your brand name.

The reasonable way—in fact, the only logical way—to do this is to advertise. Advertise as much and as often as you judge is necessary to do your share in winning the war and in winning the place you deserve in peacetime. Advertise all through the war and on into the peace.

Prouty Enters Navy

NORMAN R. Prouty, for two years with the New York Office of Edward Petry & Co., and previously associated with Joseph Hershey McGillvra, has received his appointment as a lieutenant (J.G.) in the Naval Aviation Volunteer Service and reports for duty at the camp at Quonset Point, R. I., Aug. 17.

AVERAGE ADVERTISING EXPENDITURES BY INDUSTRY GROUPS, 1939

Product Group	*Companies Reporting*	*Average % for 1939*
FOODS		
Beet sugar refining	5	0.09
Biscuit, cracker mfg.	4	3.45
Bread, bakery products mfg.	7	3.03
Cane sugar refining	7	0.21
Cereal preparations mfg.	8	10.25
Confectionery mfg.	11	6.28
Corn products mfg.	5	2.54
Food specialty mfg.	4	8.97
Fruit, vegetable canning	10	5.41
Milk products and milk	8	0.75
BEVERAGES AND TOBACCO		
Beverage (non-alcoholic) mfg.	6	9.81
Malt beverage brewing	21	6.06
Cigarette, tobacco products mfg.	6	4.96
SOAP PRODUCTS AND TOILETRIES		
Soap, cottonseed products and cooking fats mfg.	10	12.31
Perfume, cosmetic mfg.	8	20.65
CLOTHING AND TEXTILES		
Cotton textile mfg.	33	0.44
Knit goods mfg.	17	1.92
Leather boot, shoe mfg.	16	1.83
Men's, youths' and boys' clothing mfg.	10	4.94
Rayon, allied products mfg.	7	0.97
Woolen, worsted mfg.	22	0.25
HOUSEHOLD EQUIPMENT		
Domestic laundry equipment mfg.	8	3.08
Glass and glassware mfg.	6	1.27
HOUSEHOLD (*Continued*)		
Heating and cooking apparatus	8	2.17
Radio and phonograph mfg.	7	3.30
Refrigeration equipment and air conditioning unit mfg.	5	3.36
Silverware and plated wear mfg.	8	5.28
Wool carpet and rug mfg.	7	1.69
HARDWARE AND BUILDING SUPPLIES		
Gypsum and asbestos products and roof coating mfg.	10	2.12
Hardware mfg.	14	1.08
Paint and varnish mfg.	9	2.99
Saw, file and hand tool mfg.	6	1.67
AUTOMOTIVE AND PETROLEUM		
Automobile and accessories mfg.	17	0.98
Motor vehicle mfg.	8	2.33
Petroleum producing and refining mfg.	8	1.41
METALS		
Chemicals (industrial) mfg.	13	0.75
Coke oven products mfg.	4	0.89
Copper producing and mfg	6	0.19
Engine, turbine, water wheel and windmill mfg.	7	1.18
Gray iron and malleable iron castings mfg.	4	0.47
METALS (*Continued*)		
Lead and zinc producing and mfg.	6	[illegible]
Machine tool mfg.	6	[illegible]
Machine tool accessory and machinists' precision tool mfg.	6	[illegible]
Pump, pumping equipment and air compressor mfg.	4	[illegible]
Railroad equipment	9	[illegible]
Steel castings mfg.	6	[illegible]
Steel work and rolling mill products mfg.	10	[illegible]
Tin can and tinware mfg.	4	[illegible]
MACHINERY		
Agriculture machinery and tractor mfg.	7	[illegible]
Electrical machinery and apparatus mfg.	19	[illegible]
Machinery (not elsewhere classified) mfg.	11	[illegible]
MISCELLANEOUS		
Aircraft mfg.	7	[illegible]
Book and magazine publishing	9	[illegible]
Business machines and typewriters mfg.	8	[illegible]
Clay products manufacturing other than pottery	6	[illegible]
Fertilizer mfg.	6	[illegible]
Firearms and ammunition mfg.	4	[illegible]
Match mfg.	7	[illegible]
Paper and pulp mfg.	13	[illegible]
Rubber products mfg.	5	[illegible]

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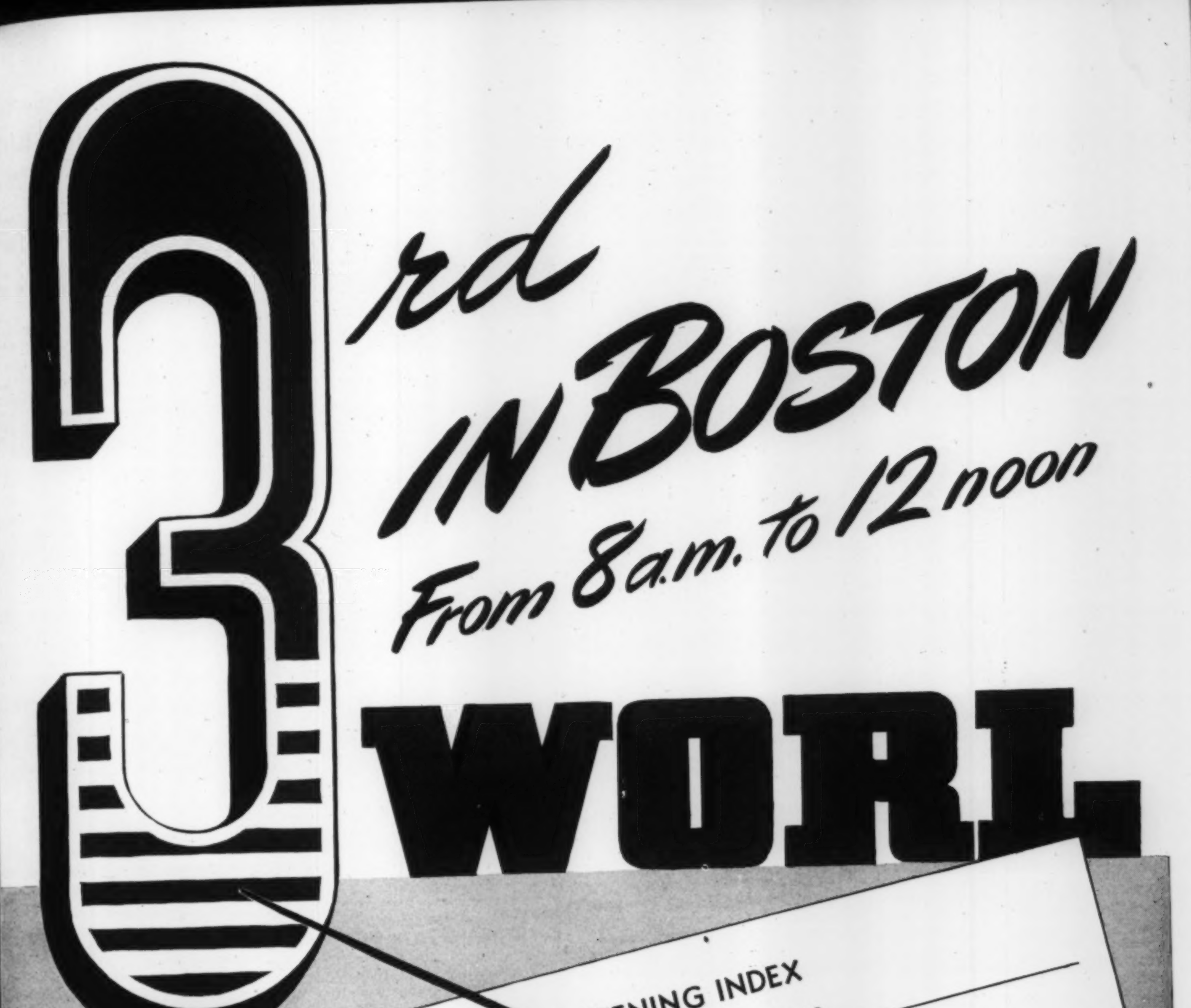
*From *Domestic Commerce*, published by U. S. Dept. of Commerce.

XUM


3rd
IN BOSTON
From 8 a.m. to 12 noon
WORL
THIS LITTLE BUDGET WENT TO THE "920 CLUB"

HOOPER STATION LISTENING INDEX

CITY: BOSTON

MONTHS: JULY 13-17, 1942

Total Coincidental Calls — This Period 9,502

	Station 1	Station 7	Station 2	Station 4	Station 6	Station 5	WORL	Others	HOMES CALLED
MORNING INDEX MON. THRU FRI. 8:00 — 12:00 a.m.	31.9	3.8	21.4	12.1	3.3	8.2	18.7	0.6	2351

Radio Information As War Service Is Highly Praised

U. S. Official Cites Industry Contributions at Length

RADIO IS GIVEN first mention in a discussion on contributions of America's communications facilities and advertisers in the war effort by John H. Morse, chief of the Division of Commercial and Economic Information in the Bureau of Foreign & Domestic Commerce, Department of Commerce, appearing in the current *Domestic Commerce*, monthly publication of the department.

Mr. Morse, prior to his appointment Jan. 27 to the Commerce Department, was senior vice-president of the Buchen Co., Chicago industrial advertising agency, and held associate professorships at Hillsdale College, Michigan, and the U of Nevada.

Information Conversion

Opening his article, "America's Information Industry Goes Into High Gear For Winning The War" Mr. Morse declares that "America's great information industry has converted much of its facilities" to war work but that "unlike other essential industries it has done this without direct cost to Government."

This is a "contribution by manufacturing industries, the subcontractors (advertising agencies) to whom they delegate certain essential functions, with the cooperation of communication sources which they largely sustain (newspapers, magazines, and radio stations)", he added.

History of the "unregimented press and radio of the nation" is then discussed by Mr. Morse who said "this has been accomplished by the willingness of commerce to pay most of the cost of maintaining these means of communication without having a dominant voice in determining what shall be said in the space of time not specifically allotted to its messages."

"Let us consider radio first," he said. "Like all other industries in the nation, pioneers contributed much capital, time and effort to initiate and develop the radio industry. One of the great advantages of the American system is this opportunity to gamble on the possibilities of profit from developing new ideas, products, and processes.

Radio's Import

"As radio developed, it was financed by advertisers who found it could be used as an economical road to many markets, or in a minor degree by individuals or organizations who discovered that it was an effective means of promoting their ideas or programs."

The theory that sustaining programs are "free time" on the air is emphatically denied by Mr. Morse. "Actually," he says, "the existence of radio stations depends on 'sponsored' programs, either national or local. If this is not so, then someone is subsidizing the station. 'Sustaining' programs are used to maintain or increase the listening audience of a station, as well as to fill up its allotted time on the air."

"The cost of such sustaining programs," he adds, "must be taken from the amounts paid by the sponsors of paid programs, or the station must expand its capital funds." He concludes that "few stations can afford to expend their capital."

Mr. Morse then points out that radio time given to the war effort, for civic enterprises and charitable work falls back on sponsors who in the end bear the burden of this time. "So when anyone mentions the 'free time' given away by a radio station to any cause, organization, or individual," he says, "it is only fair to recognize that it is only available because commercial sponsors pay considerably more than the cost of the time they use."

Radio's Salvage Efforts

"The excess," he said, "enables radio stations to 'give' away time. It is time that, on rare occasions, when the stations cancel paid programs to permit an 'Annie Oakley' on the air, they are out of pocket."

Although most "free" war programs simply substitute for a station's sustaining programs, as Mr. Morse assumes, "many of the current 'free' Government programs cost the stations or networks much more than simple 'sustainees' would. These costs," he says, "are part of radio's donation to Government."

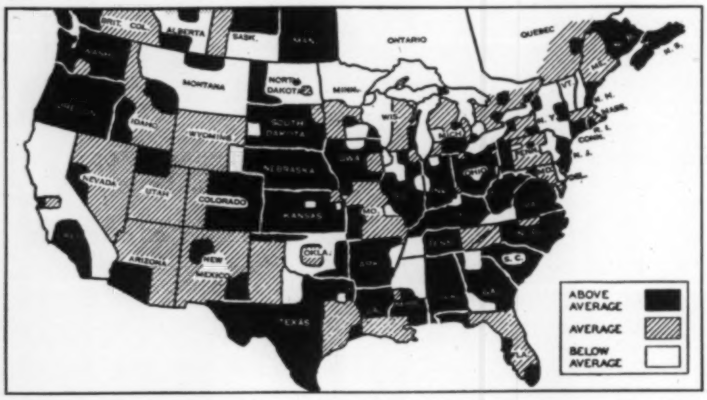
Mr. Morse then gives recognition to the war work of newspapers and magazines. He gives background on the establishment of the Advertising Council, with Washington and New York offices, which includes radio advertisers in addition to those of printed media, which he says was set up following recognition of "the need for an orderly professional approach to the need of government to tell millions of people quickly, forcefully and repeatedly, what they must do to win the war."

The recent salvage campaign, undertaken by the Government, is pointed out by Mr. Morse as the first example of work undertaken by the Council which utilized advertisements in most newspapers and magazines as well as programs and spot announcements carried on more than 213 stations as well as networks.

"Before the war is won," Mr. Morse says in conclusion, donations from these sources to "keep the people informed of matters which the Government believes the people should know are likely to reach fantastic totals. Dollars donated will achieve maximum results because they are handled by professional talent according to proved formulas."

UNITED BUSINESS AUGUST FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



Common Cause

GENERAL ELECTRIC'S station WGY, an NBC outlet at Schenectady, advised its listeners to tune to the CBS program, *The Production Crisis*, featuring OWI Director Elmer Davis introducing war leaders, Sunday, Aug. 9 [BROADCASTING, Aug. 10]. WGY carried special announcements Friday, Saturday and Sunday describing the program as "of national importance concerning war production efforts" and stating that the program would be carried locally by WOKO, Albany.

OWI Radio Script

INCLUDING a skeleton radio script on production, timed for ten minutes, the Office of War Information has published a speakers' handbook on war production titled *War Facts*. The script is included for adaptation in local broadcasts of round-table discussions which the OWI said will help speakers explain the scope. nature and effect of the war production program. Copies are available from the Bureau of Public Inquiries, OWI, 1400 Pennsylvania Ave., N.W., Washington.

Coca Cola Series To Start on Blue

Six-Weekly Band Programs to Feature Request Music

COCA COLA Co., Atlanta (beverage), which last fall and winter sponsored on Mutual the 28-week series *Spotlight Bands*, will resume the program on the BLUE after Sept. 15.

Heard last year on a quarter-hour six-weekly basis, the show this year will consist of popular music by leading dance bands and orchestras 25 minutes Monday through Saturday at 9:30 p.m., with the orchestra voted the most popular of the week featured on Saturday.

Request Music

Over 134 stations will be used and the series will specialize in musical requests from members of the armed forces and war workers, as well as civilians.

Further details and actual starting date are now being worked out, according to D'Arcy Adv. Co., New York, agency on the account. Coca Cola also sponsors the CBS Sunday afternoon program *The Pause That Refreshes on the Air*, as well as the *Singing' Sam* and *Minute Set to Music* transcription campaigns on a large list of stations.

Spire in New Post

Mr. Spire

WILLIAM SPIRE, former radio director of McCann-Erickson, recently assistant to Bernard Schoenfeld in the former radio division of the Office for Emergency Management, has been appointed coordinator of campaigns of the Radio Bureau of the Office of War Information. Reporting to Douglas Meservey, assistant radio chief under William B. Lewis, Mr. Spire will assume a newly-created post. He will act as liaison between the Radio Bureau and the newly-established Bureau of Campaigns under Ken Dyke [BROADCASTING, Aug. 10] as well as have supervisory duties over the Radio Bureau's own productions.

Spots for Rinso

LEVER BROS. Co., Cambridge, at varying times this month has started a transcription campaign for Rinso in all major markets, using the theme "Bob, Bob White, Rinso White", with a whistling bird-call. Spots will run about six weeks and average as many as ten times weekly on some stations. Agency is Ruthrauff & Ryan, New York.

CHAMBERLAIN SALES Corp. and L. H. Chamberlain, company president, Des Moines, selling a hand lotion, Chamberlain's Lotion, have stipulated with the Federal Trade Commission to cease certain representations in sale of the product.

WHN GETS RESULTS FOR UNCLE SAM, TOO

$100,000 in War Savings Bonds sold in two-hour broadcast

WE'VE boasted a great deal about WHN's ability to get results—to sell things like cigarettes, razor blades, soap and breakfast cereal.

On Wednesday, August 5th, we accepted Uncle Sam's challenge to put WHN's selling power to work in the direct sale of War Savings Bonds.

For exactly two hours and five minutes on that date, during our exclusive broadcast of the Dodgers-Giants twilight baseball game, Red Barber told listeners to telephone in their pledges to buy War Bonds and to send their checks to WHN. No previous or outside publicity was given to the sale.

By the end of the broadcast, pledges totaling $58,000 had managed their way through a jammed switchboard.

Persevering listeners continued to call all night and the next day to swell the total sales to over $100,000 in War Bonds.

It's all yours, Uncle Sam, to help buy the things we need for Victory. We're humbly proud to include you among our clients for whom we get results.

WHN

NEW YORK

America's Most Powerful Independent Station

Canadian Stations May Be Rationed

Broadcasting Activities Face Curbs to Conserve Equipment

THAT PLANS to limit broadcasting activities of Canadian stations are now under consideration was revealed at Ottawa by Donald Manson, executive assistant to Maj. Gladstone Murray, Canadian Broadcasting Corp. general manager. Conferences are at present being held by the CBC and the Canadian Assn. of Broadcasters representing the private stations.

"Rationing" of radio broadcasting time is a distinct possibility within the next few months, Mr. Manson indicated in an interview. Rationing would prolong the life of existing transmitter equipment which is hard to replace because of war priorities.

Heavy Demand

"The CBC has been operating an equipment pool for some time and private stations have considered adopting a similar measure," said Mr. Manson.

"The demand for equipment is terrific. At present we are using more tubes than we are going to be able to replace under existing conditions. It is practically impossible to replace them because all available equipment is being used by the armed forces."

He said the only solution seemed to be adoption of shorter broadcasting schedules by all Canadian stations.

Canadian Disc Series Relates Heroic Tales

CANADIAN ARMY is releasing shortly a series of 13 quarter-hour recorded programs dramatizing the stories of certain Canadian regiments and such decorations as the V.C. and D.S.O. The series entitled *Badge of Honor* may be used as sustaining or sponsored program, after the Canadian Army and the Canadian Assn. of Broadcasters have approved the commercial and the sponsor. In announcing the series, the Army Public Relations Office suggested that "a good many stations would prefer to use war effort announcements in the time left for the commercial. Such things as recruiting, local cigarette funds for overseas etc., could be tied in nicely with the series."

The *Badge of Honor* discs will not have a note of music, save for the themes, sung by a male chorus without accompaniment. This gets over the difficulty with musical transcriptions, the circular points out. As there will not be sufficient discs to enable all stations to have a set, they will be moved from station to station, and only cost to stations will be that of shipping between stations, with the army looking after the shipping administration.

EDDIE ANDERSON, who portrays "Rochester" on the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp., has been signed for the lead in an all-Negro musical film to be released through MGM.

Audience Listening Returns to Normal In Second Quarter, CAB Figures Show

RADIO listening returned to normal in the second quarter of 1942 in contrast to the peak audiences of the first three months of this year, the Cooperative Analysis of Broadcasting reported last week in a review of the April-June period. Average program ratings and total volume of listening were just about the same for the quarter this year as last, according to CAB figures.

Up in May, June

Average CAB ratings of nighttime network programs broadcast both years dropped from 13.6 in April 1941 to 13.0 in April 1942, rose in May from 11.9 last year to 12.6 this year, and was also up slightly in June from 10.2 a year ago to 10.5 this year. Similarly, daytime serials had average ratings for April of 6.0 in 1941 and 5.9 in 1942, for May of 5.6 both years, and for June of 5.6 in 1941 and 5.2 in 1942. Number of evening network programs increased about 6% during the year and there were 11% more daytime shows this spring than last.

Interest in newscasts during the second quarter was greater than in the corresponding period of last year, but by a much smaller margin than the increase shown during the first three months. A tabulation of Wednesday evening listening to news broadcasts shows:

Set-Owners Hearing One or More Newscasts

	5-7 p.m.		*7-9 p.m.*		*9-12 p.m.*	
	1941	1942	1941	1942	1941	1942
Jan.-March Average	26.8	32.2	11.2	16.2	18.4	21.6
April-June Average	22.8	25.1	9.6	12.2	16.9	17.1

In contrast to the reports of C. E. Hooper Inc. that listening in areas where gasoline is rationed has been greater than in non-rationed areas, the CAB states: "Expectations that gasoline rationing would stimulate radio listening was not fulfilled, at least during the first six weeks of rationing in eastern cities. Comparison of listening before and after rationing in rationed and unrationed cities reveals little, if any, difference in the seasonal downward trend in listening."

A comparison of the amount of radio listening, based on an average of the percentage of sets in use during all quarter-hours from 7 a.m. to midnight, local time, actually shows less listening in rationed than in unrationed areas, according to the CAB figures:

	Prior to Rationing Week of May 6-12	*After rationing*		
		Week of May 19-26	*Week of June 3-9*	*Week of June 17-2*
Unrationed Cities	17.8	18.2	17.3	15.7
Rationed Cities	16.6	17.2	15.6	15.0

	Prior to Rationing (Week of May 6-12)	*1½ Months After Rationing (Weeks of May 19-26; June 3-9; June 17-23)*
Unrationed Cities	17.8	17.1
Rationed Cities	16.6	15.9

Rationed cities studied by the CAB were: Boston, Providence, Hartford, New York, Philadelphia, Baltimore, Washington, Atlanta, Syracuse. Unrationed cities were: Rochester, Pittsburgh, Buffalo, Cleveland, Detroit, Cincinnati, Chicago, St. Louis, Des Moines, Kansas City, Minneapolis, St. Paul, Omaha, Louisville, Memphis, New Orleans, Dallas, Houston, Oklahoma City, S. Francisco, Los Angeles, Portland, Seattle, Spokane.

ANOTHER RIDE SWAPPER receives a windshield emblem from Irwin Johnson, conductor of the *Early Worm* morning program of WBNS, Columbus, O., who has fostered a large ride-sharing club amongst his listeners and the many war workers in the area. Receiving a sticker for her car is Ruby Bates of the Curtiss-Wright Corp.

WALTER O'KEEFE, m.c. of NBC's *Star Spangled Vaudeville*, sponsored by Standard Brands, New York, and *Battle of the Sexes*, sponsored by Cummer Products Co., Bedford, will be guest of honor Aug. 30 at a dinner arranged by the Notre Dame Culb of New York. O'Keefe is a graduate of Notre Dame, 1921.

DOMINION STARTS TWO NET SERIES

TWO MORE paid network shows have been started by the Canadian Government. The first is French language show, *Le Courier de Jour* for the Wartime Prices & Trade Board and goes to eight Quebec stations as quarter-hour morning show Mondays to Fridays. The program started Aug. 3.

The second Government campaign is for the Dept. of Finance for war bonds and war savings certificates. Titled *They Tell Me*, it will consist of stories about women who are doing major wartime jobs, about women's wartime problems, fashions, foods, decoration. It will be an informal question-and-answer program featuring Claire Wallace and Tod Russell, Toronto commentators. The program starts as a midday network show Mondays through Fridays, on 69 Canadian stations on Aug. 17, having had a tryout as an early evening show a week earlier on CFRB, Toronto. It will be recorded for delayed broadcasting by a number of stations, especially in cities with more than one station, where the program will be on the air at different times during the day.

Winchell Tops Survey

TOPPING the July 30 ratings of the "First 15" National Programs by C. E. Hooper Inc., New York, is Walter Winchell, with 19.8. *Mr. District Attorney* ranks second with 13.7, followed by Frank Morgan with 13.5 and Kay Kyser holding fourth place with a 12.9 rating. The remaining programs in order of rating are: *Information Please; Your Hit Parade; Star Spangled Vaudeville; Music Hall;* Major Bowes; *Take It or Leave It; One Man's Family;* Gabriel Heatter; *Adventures of the Thin Man; Saturday Nite Serenade; Serenade* (Monday).

Baker Is Named by NBC To San Francisco Sales

APPOINTMENT of Ray Baker, former account executive of KFRC, San Francisco, as network sales representative for NBC in that city was announced last week coincident with the naming of Henry Schaffer, previously commercial manager of KVOA, Tucson, Ariz., as sales promotion manager of KPO, NBC's San Francisco station. Schaffer assumes his new post Aug. 17.

Mr. Schaffer

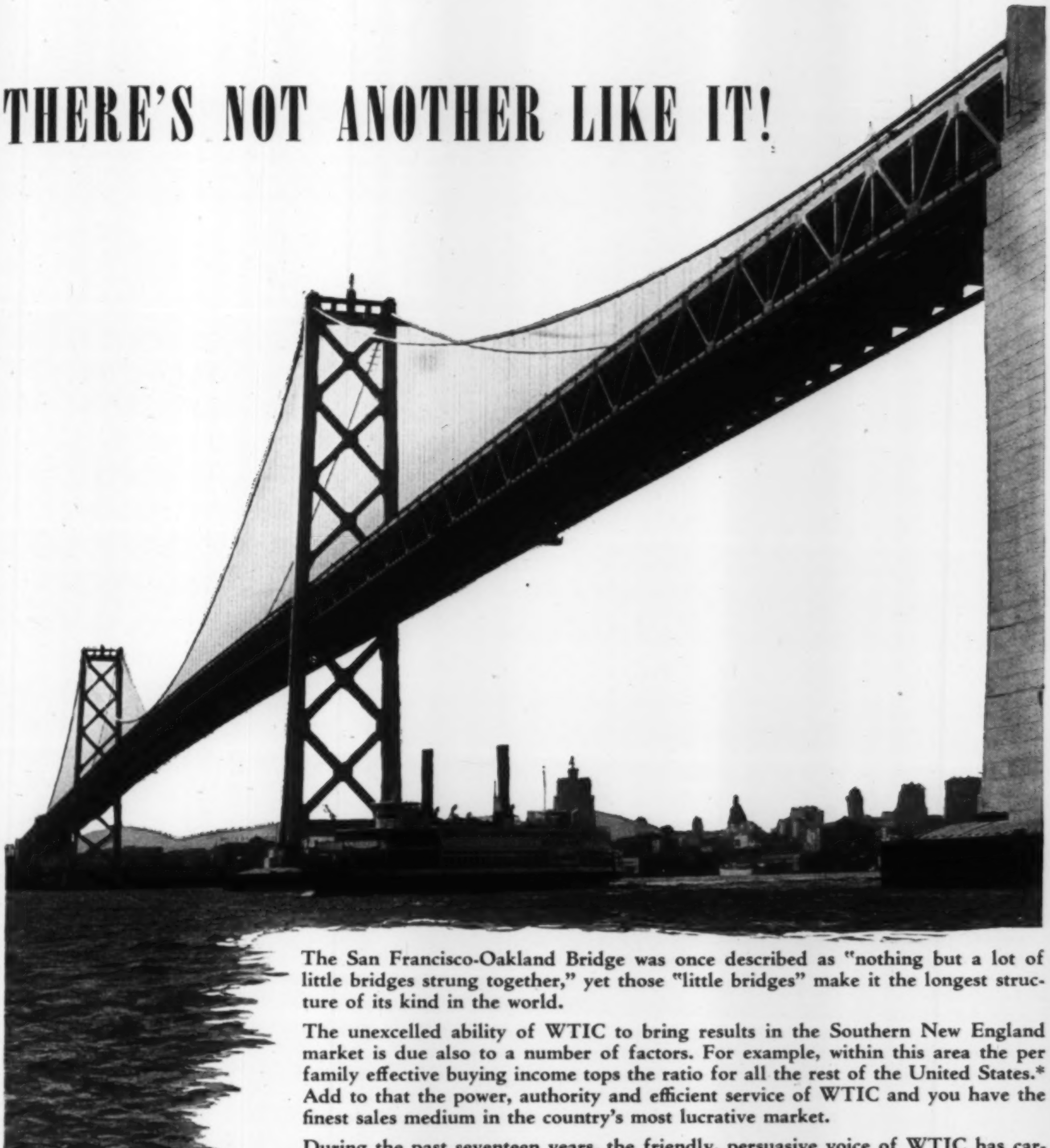
In another change at KPO, Don Staley, formerly of KFRC and KLX, Oakland, Cal., has been appointed local sales representative.

Studebaker Renewal

STUDEBAKER Corp., South Bend, Ind., has renewed *Eric Sevareid and the News* as an institutional show on WABC, New York, following completion of a 26-week run. Commercials emphasize that Studebaker is building war equipment instead of automobiles these days, but that 1942 models are available to those whose work is considered vital to the war effort. Listeners are referred to their local dealers for information as to their eligibility. Agency is Roche, Williams & Cunnyngham, Chicago.

PEPSODENT Co., Chicago (toothpaste), through Lord & Thomas, Hollywood, has signed Barbara Jo Allen, film and radio comedienne to portray her Vera Vague characterization on the weekly NBC *Bob Hope Show*, resuming Sept. 22, Tuesdays 10-10:30 p.m. (EWT).

THERE'S NOT ANOTHER LIKE IT!



The San Francisco-Oakland Bridge was once described as "nothing but a lot of little bridges strung together," yet those "little bridges" make it the longest structure of its kind in the world.

The unexcelled ability of WTIC to bring results in the Southern New England market is due also to a number of factors. For example, within this area the per family effective buying income tops the ratio for all the rest of the United States.* Add to that the power, authority and efficient service of WTIC and you have the finest sales medium in the country's most lucrative market.

During the past seventeen years, the friendly, persuasive voice of WTIC has carried conviction into thousands of homes. This same voice can gain acceptance for *your* product in a manner to make you say

THERE'S NOT ANOTHER LIKE IT!

*Sales Management, April 10, 1942.

WTIC
U S 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

FM License Rule To Aid in 29 Cases

FCC Records Show Building Advanced in Many Cases

STATUS of the commercial FM field as revealed by a study of the FCC's records show that of the 52 outstanding new station construction permits not yet covered by license, 29 companies have advanced construction to a stage where they can capitalize on the FCC's relaxation of licensing requirements [BROADCASTING, Aug. 10]. At that time it was announced that all permittees who had built to a stage where they could render a reasonably good local service or who were operating under special service authorizations would be licensed as such for the duration.

Special service authorizations are held by 22 and seven others are under program tests, all of whom will probably be in a position to ask for the duration licenses. The position of the other 23 construction permits is unknown although some may have progressed far enough into construction.

Breakdown of FM

Those operating under special service authorizations are:

K45LA, Los Angeles; W65H, Hartford; W59C, Chicago; W67C, Chicago; W75C, Chicago; W49FW, Fort Wayne; W43B, Boston; W67B, Boston; W49D, Detroit; K49KC, Kansas City; W47NY, New York; W63NY, New York; W67NY, New York; W71NY, New York; W47A, Schenectady; W41MM, Winston-Salem; W45CM, Columbus, O.; W49PH, Philadelphia; W57PH, Philadelphia; W69PH, Philadelphia; W73PH, Philadelphia; W75P, Pittsburgh.

The stations on program tests are:

W53H, Hartford; W45BR, Baton Rouge; W45D, Detroit; W39B, Mt. Washington, N. H.; W85A, Schenectady; W53PH, Philadelphia; W55M, Milwaukee.

Construction permits only are held by:

K31LA, Los Angeles; K37LA, Los Angeles; K61LA, Los Angeles. W47C, Chicago; W79C, Chicago; W83C, Chicago; W71RF, Rockford, Ill.; W71SB, South Bend, Ind.; W71I, Indianapolis; W77XL, Lansing, Mich.; K51L, St. Louis; K59L, St. Louis; W91NJ, Jersey City; W95NJ, Jersey City; W31NY, Alpine, N. J.; W39NY, New York; W55NY, New York; W59NY, New York; W75NY, New York; W49BN, Binghamton, N. Y.; W65PH, Philadelphia; K51AM, Amarillo, Tex.; K47SL, Salt Lake City.

Five other FM stations are now operating with full commercial licenses. They are W51C, Chicago; W45V, Evansville, Ind.; W51R, Rochester, N. Y.; W47P, Pittsburgh; W47NV, Nashville.

THESAURUS subscribers have received two extra programs of the transcribed series *Freedom's Fighting Men* produced by the NBC Radio-Recording Division, making a total of five of the series' shows to be released as special dividends for broadcast as a public service feature.

BMI Reaches All-Time High Of 804 Station, Net Licenses

Haverlin Cites Growth of Music Copyright Group as Evidence of Radio's Ability to Unite

A TOTAL of 804 radio licenses have now been issued by BMI, Carl Haverlin, vice-president in charge of station relations, announced last week. This all-time figure for the industry-owned music licensing organization includes 16 networks—all the national and Class A regional networks—and 788 stations. Of the latter, 771 have taken out blanket licenses from BMI, Mr. Haverlin said, with only 17 stations getting BMI music on the per program basis.

96% Dollar Volume

BMI's licensees account for 96% of the dollar volume of the broadcasting industry, Mr. Haverlin explained, including 94% of all network affiliates, 75% of all non-network stations and 90% of all stations in the country. He added that 428 publishers now have agreements with BMI giving this organization exclusive licensing rights to their music.

Contrasting the current status of BMI with its position in August 1940, when it reported 336 licensees to the NAB convention in San Francisco, and in August 1941, when 678 stations had BMI licenses, Mr. Haverlin cited BMI's present position as proof of a united industry's ability to overcome any problems it may face. The $1,300,000 which radio will pay to BMI this year, plus the $2,600,000 that ASCAP would receive if every station were to have a blanket ASCAP license, total more than a million dollars less than the payments of the broadcasters to ASCAP alone in 1940, he said.

NEBRASKA'S NEXT Senator may be Foster May, versatile news and special events announcer of WOW, Omaha, who last week won the Democratic nomination for the seat now held by Senator George W. Norris, who did not run. Early in the primaries, the veteran Rep. Harry B. Coffee, conceded Mr. May's nomination. May will run against Kenneth S. Wherry, Republican nominee and state chairman. Nebraska already has one radio announcer in Congress—Rep. Karl Stefan, Republican, commentator on WJAG, Norfolk. From Idaho it was reported last Tuesday that Glen Taylor, Pocatello guitar-strumming radio entertainer, led a field of five for the Democratic Senatorial nomination.

BMI Value

This saving is greatly increased when the growth of broadcasting's income during the last two years is taken into consideration he continued. If the cost of music for radio today, he said, is compared with the approximate yearly total of $9,000,000 demanded by ASCAP before the formation of BMI, the value of BMI to the broadcasters is enhanced tremendously.

"Nor is the victory entirely or even primarily financial," Mr. Haverlin pointed out. "From the results of its united front on the copyright question, the broadcasting industry has gained a knowledge of its own power and an appreciation of its ability to forget its intra-industry disputes and to combine against a common foe with telling effect. The outcome of the ASCAP affair forms an impressive precedent to hearten the industry in its present problems with the musicians' union, which are of no greater magnitude than the copyright problems were two years ago."

A 40-page booklet, "We Are BMI," is now being mailed to stations, advertising agencies and some national advertisers. Book lists the BMI stations, networks and affiliated publishers.

S. C. Schuler Joins GE As Patrick's Assistant

STANLEY C. SCHULER, former associate editor of *House Beautiful Magazine*, and previously with the McGraw-Hill Co., in San Francisco, has joined General Electric Co. as assistant to K. G. Patrick, manager of the New York public relations section of the company. Mr. Schuler succeeds Lt. William H. Dinsmore, now in active service in the Navy.

Also associated with the GE public relations division in New York is Edward L. Robinson, recently appointed New York publicity representative of the GE radio, television and electronics department, to be responsible for that department's contacts with newspapers and magazines. Mr. Robinson was previously in the publicity dept. of GE in Schenectady.

MRS. RINES SEEKS TO ACQUIRE WLBZ

ACQUISITION of WLBZ, Bangor, Me., by Adeline B. Rines, operator of several New England stations, is sought in an application to the FCC seeking involuntary transfer of control from Thomas L. Guernsey to Eastland Broadcasting Co., a corporation 98% owned by Mrs. Rines. Mrs. Rines owns WRDO, Augusta, Me., and WFEA, Manchester, N. H., and as executrix of the estate of the late Henry P. Rines controls the Congress Square Hotel Co., licensee of WCSH, Portland, Me.

A note of $175,000 is outstanding against Mr. Guernsey and originally the courts had ordered the station to be sold at auction to satisfy the debt, according to FCC records. However, Mr. Guernsey asked the courts to allow Eastland to take over WLBZ for $150,000 in lieu of the auction. The deal, of course, is subject to FCC approval as well as the courts.

Congress Square Hotel Co. had tried to acquire WLBZ several years ago but the FCC later dismissed the application citing failure of Mr. Guernsey to prosecute the application. The dismissal was appealed to the U. S. Court of Appeals for the District of Columbia by Congress Square which charged the FCC with illegal, arbitrary, capricious and discriminatory action and asked for a court order to reverse the decision and allow a further hearing [BROADCASTING, July 15, 1940]. The decision, however, was upheld.

WLBZ is on 620 kc. with 1,000 watts day and 500 night. A construction permit for 5,000 watts fulltime is held and, according to the Eastland Broadcasting Co., it is understood that all construction is completed except for some antenna insulation and installation of a phase monitor.

Cooper Acquires KTTS; KWBW Licensee Shifts

PERMISSION for J. H. G. Cooper, 50% owner of KTTS, Springfield, Mo., to acquire control of the station through the purchase of an additional 20 shares of common stock or 4% was granted Aug. 11 by the FCC. Selling is O. E. Jennings, an electrical engineer, who receives $1,000 or par value of the stock.

KTTS was granted as a new station less than a year ago and went into operation this spring with 250 watts on 1400 kc. General manager is G. Pearson Ward, a radio pioneer since 1922 and holder of an 18% interest in the station.

The FCC also granted consent to the assignment of license of KWBW, Hutchinson, Kan., from the Nation's Center Broadcasting Co. to a partnership of William Wyse and Stanley Marsh. Action merely revises a corporation 50% owned by Mr. Marsh and 49.9% owned by Mr. Wyse with a Wesley E. Brown holding a qualifying share, into a partnership. Wyse and Marsh purchased the station in June, 1941.

LEE BARKER, head of the New York office of Houghton Mifflin Co., book publishers, has been named chairman of the radio division of the Council on Books in Wartime.

When was the last time you spoke to a woman?

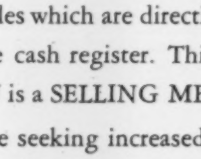
- Daily, WCAU speaks to hundreds and hundreds of thousands of women . . . women who are able-to-buy . . . women who are eager-to-buy. And upon these women WCAU exerts a tremendous influence. Advertising on WCAU produces sales which are directly checkable on the cash register. This means that WCAU is a SELLING MEDIUM!

If you are seeking increased sales in the boom Philadelphia market, we suggest you broadcast your advertising messages over powerful WCAU.

Philadelphia • WCAU Building, 1622 Chestnut Street New York City • CBS Bldg., 485 Madison Avenue Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue Boston, Mass. • Bertha Bannan, 538 Little Bldg. Pacific Coast • Paul H. Raymer Company.

WCAU
Philadelphia
50,000 WATTS IN ALL DIRECTIONS

WCAU's *ever-popular "For Women Only" program covers every phase of feminine interest from fashions to foods . . . from beauty to budget. If you want to use "rifle shot" advertising, "For Women Only" offers an opportunity to reach the largest woman's audience in the Philadelphia market.*



INS Makes a New R

On Friday INS threw a bombshell into its wires: "Six Saboteurs To Die In Chair, Two Get Prison."

A new record in Journalism is made.

INTERNATIONAL NEWS SERVICE scored a beat of 29 hours 11 minutes on President Roosevelt's sentence of the eight German saboteurs.

For days the country had been waiting. For days every radio station, every news service, every newspaper, had been poised for that headline "Saboteurs Sentenced to——."

Every reporter, every bureau manager was watching. Every man and every woman in every home was anxious to know the final outcome of this momentous case.

All morning additional news came over the INS wires. All morning INS *alone* gave the full story.

Radio Stations using INS service were jubilant. A history-making scoop — the biggest of the war.

INS stations went the limit. They used the story on every newscast. They cashed in on it all day. They beat all opposition.

When other services hedged and compromised, INS poured every exciting detail of the stunning story on its wires. Star reporters Bill Hutchinson, Jack Vincent and George Durno had the story First and Right. The censor had cleared the story. Stations using INS had the biggest scoop in years.

INS stations had the story alone. They *knew* INS enterprise, INS accuracy, INS quality, INS speed.

More than 29 hours later came the official announcement, confirming every fact of the INS story.

More than 29 hours later non-INS stations broadcast one of the most important stories in American history.

Then came the applause. Telegrams came pouring in from every part of the country.

"This makes me feel young again" wired one famous editor who remembered the days when scoops were the life blood of a true reporter.

This great beat is only one of a long record of INS exclusives and firsts.

Most editors still remember the INS scoop on the arrest of Richard Hauptmann, kidnaper of the Lindbergh baby. They remember the spectacular beat on the assassination of Austrian Chancellor Dollfuss; on the famous "Gold Clause" decision by the U. S. Supreme Court; on the abdication of King Edward for "The Woman I Love"; on Douglas Corrigan's "wrong way" flight to Ireland; on the death of Pope Pius XI and the election of Pope Pius XII.

Since the beginning of the war INS has a most remarkable record for beats and exclusives. Wherever there is big news the INS star reporter is on the scene.

Bill Chaplin narrowly escaped death in the thick of the Bombay riots a few days ago. George Lait sent the first eyewitness report of U.S. tank crews in the battle of Egypt. John Henry was the only newspaperman with the first American contingent convoyed to Britain. William Wade was first to report the bombing of Iceland. Richard Trega sent the first complete story of the Midway Battle.

Bill Hutchinson, Jack Vincent and George Durno of th INS Washington staff were responsible for Friday's scoop

The stars of INS are Inez Robb, Lee Carson, Be Graham and Kingsbury Smith, Bob Considine, Loui Parsons, Ed Cochrane, Lawton Carver, Damon Runyon Jack Mahon, Bill Neal, James L. Kilgallen, Bugs B and Walter Kiernan — and there are hundreds more, co ering every important spot on earth and every field.

INS reporters are by-line reporters, picked for their re utation as the best, for their reliability, their speed, the enterprise, their accuracy.

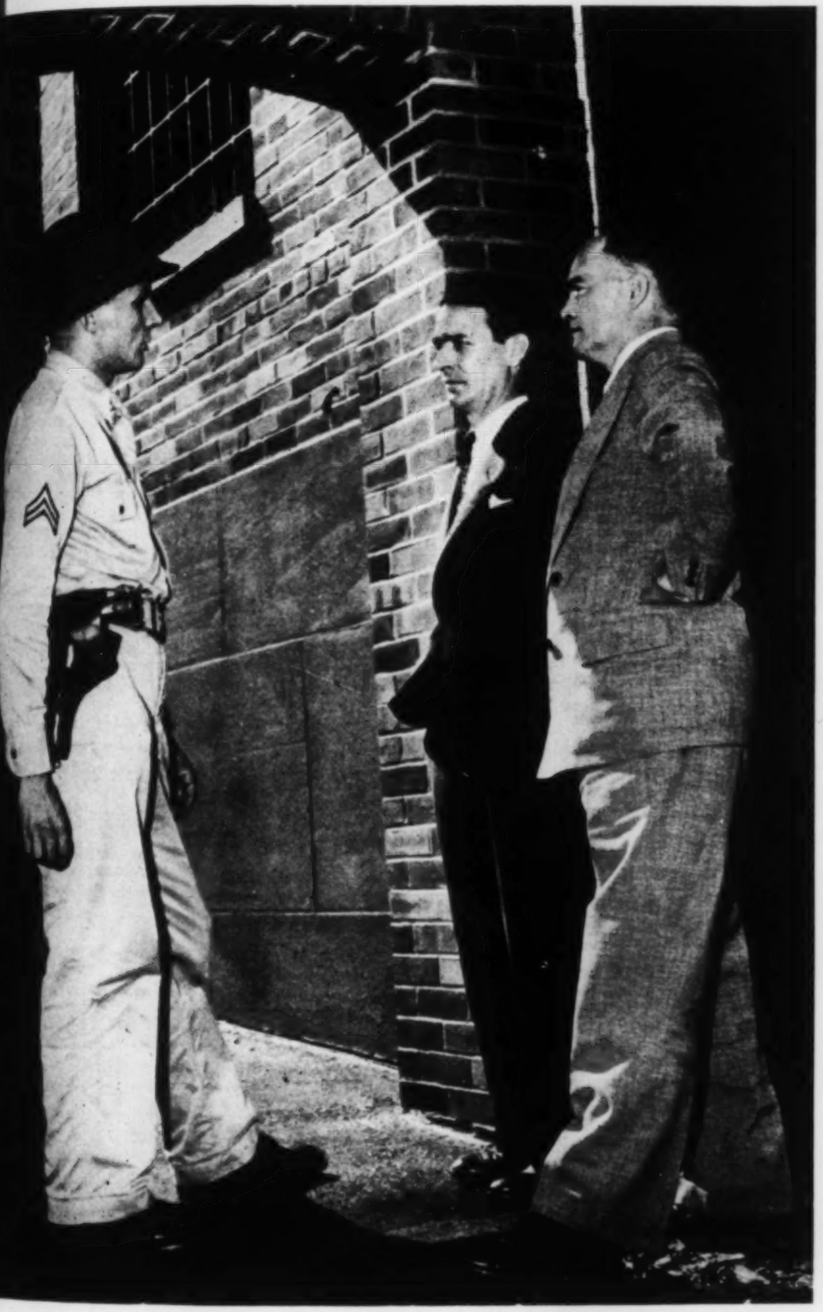
To every INS staff member — from the editor-in-ch to the youngest copy boy — a brilliant scoop is a matter o personal pride and of a record to maintain and to brea

And to every radio station INS means the very best a most complete news service obtainable.

To be sure that you will have the next big scoop when it breaks and to get the fastest, most reliable news report, get INS now!

INTERNATIONAL N

Rcord in Newscasting



ey Got it First — and They Got it Right: Jack Vincent (left) and Bill Hutchinson INS talking to a guard at the District of Columbia jail, where the Nazi saboteurs were executed.

"Congratulations on your Nazi spy beat." —WILLIAM DOWDELL
Stations WLW—WSAI, Cincinnati

"Jack Vincent's saboteur story has proved that reportorial enterprise is not dead." —DON GODDARD
Station WEAF, New York

"Congratulations on a great job of reporting." —LEO FITZPATRICK
Station WJR, Detroit

"It was a great feat, a remarkable job that stood up all the way."
—TODD HUNTER
Station WBBM, Chicago

"Your scoop of 29 hours and 11 minutes climaxed a long series of INS beats." —R. B. WALLACE
Station KOIL, Omaha

"You scored clean-cut beats over all opposition and we received numerous phone calls complimenting us on again being first with the latest."
—P. K. EWING
Station WDSU, New Orleans

"What a honey of a scoop. INS is a great service." —BILL DAY
Station KOA, Denver

"Local papers went out of their way to minimize INS story but we held on and reaped the reward when official flash came more than a day later."
—JACK SHELLEY
Station WHO, Des Moines

"WSAM wishes to join in congratulating International News Service on a real scoop."
—MILTON L. GREENEBAUM
Station WSAM, Saginaw, Mich.

"We scooped the town on saboteur story." —BOB ALBURTY
Station WHBQ, Memphis, Tenn.

"Never before in radio history, so far as we know, has a story of such consequence been held exclusive for so long by one press service. We are proud of our INS service."
—W. M. O'NEIL
Station WJW, Akron, Ohio

WS SERVICE

XUM

Rockefeller Forms Field Staff For Pan-American Programs

Don Francisco Cites Handicaps in Present Setup; Reports Success Thus Far in Activities

TO "DECENTRALIZE" its radio operations and to provide a more localized program service for Latin American audiences, the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) has begun organization of a field force to visit broadcasters in key cities throughout the southern half of our hemisphere, Don Francisco, director, of the OCIAA's radio division, stated at a press conference last week.

Within four months eight field men, selected for their knowledge of Spanish, advertising, promotion as well as radio programming and production, will have completed training at the OCIAA headquarters in New York and will go to Central and South America, Mr. Francisco said.

First of these, Herbert Cerwin, former advertising and promotion manager of Del Monte food products, has already completed six weeks of intensive study of the radio division's activities in the other Americas and is expected to leave for his South American post within the month.

Six Program Types

At present, Mr. Francisco explained, the OCIAA has six ways of getting to Latin America listeners its programs, designed to build and foster pro-United States and pro-United Nations sentiment. These are: shortwave broadcasts, rebroadcasts of shortwave programs by local stations, local rebroadcasts of programs sent point-to-point, transcriptions, programs sponsored by United States advertisers who cooperate with the OCIAA concerning questions of program content and presentation, and local programs.

In all but the last class, programs are prepared and put on in the United States, he said. This means that the programs must avoid the various local differences of language and custom, using a "neutral" Spanish that will be generally understood in all Latin American countries and be acceptable to peoples of such widely varying cultures as those of Cuba and Argentine, for example.

Local Programs Preferred

Despite the handicaps of such restrictions, the OCIAA programs are meeting with considerable success, Mr. Francisco stated, but he expressed the feeling that programs produced locally, with actors speaking the local dialect, can greatly augment the work of his division, and this will be the main objective of the field men. They will take with them a number of scripts suitable for local production and will work with local broadcasters in presenting these OCIAA programs. They will also attempt to secure wider use by broadcasters of Latin America of OCIAA transcribed programs.

In addition, the field men will check on reception of shortwave broadcasts from the United States and on reaction of the local listeners, sending headquarters comments and suggestions for improving the service to each locality visited. They will also ascertain operating equipment needs of Latin American broadcasters.

One of the OCIAA's major problems, Mr. Francisco said, is in getting tubes and other broadcasting apparatus to the Latin American stations, many of which will be forced off the air in the near future unless replacement parts are forthcoming. In addition to scarcity of these parts, also affecting broadcasters in this country, the plight of broadcasters in Central and South America is increased by current difficulties in shipping goods from the United States to the south.

U. S. Shortwave Lags

Commenting on United States shortwave activities, Mr. Francisco said as far as South and Central America are concerned we are far behind the European countries. England, for example, has 100 shortwave transmitters compared to 14 in this country. Further, since in the United States the international stations are privately operated by individual companies in the interest of patriotism, publicity or prestige, each station uses a beam wide enough to cover the complete South American continent and so weakens its signal. Also, the Latin American public generally prefers to listen to local stations. For these reasons, he stated, the OCIAA is placing the greater part of its effort on programs originated or rebroadcast by local stations throughout the southern continent.

Although the names of the other field men, in addition to Mr. Cerwin were not announced, Mr. Francisco said that they would be brought to New York and Washington to receive their training within the next few weeks.

BANK'S BOND SERIES

50 Minutes Weekly Bought to Spur War Savings

WAR BOND Sales are promoted by radio in Louisville on a series *War Bond Brigade*, sponsored by the First National Bank of that city on WAVE, Louisville, five times weekly 5:45-5:55 p.m., according to Walter Distelhorst.

Featuring military music, each program begins with the chorus *We're All Americans* and contains a dramatic story from a war front. Ralph C. Gifford, president of the bank, has insisted that emphasis be entirely on selling bonds, so no commercials are used, and only brief mention is made of the bank at the beginning and end of the broadcast.

Announcements are devoted to explaining classes of war bonds, and to urging listeners to "shoulder arms, to wipe the Axis from the face of the earth."

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau

With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 1
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29
Oregon—July 6
North Carolina—July 6
Louisiana—July 6
Maryland—July 6
West Virginia—July 6
Minnesota—July 6
Georgia—July 6
Kansas—July 6
Arkansas—July 6
Connecticut—July 6
Massachusetts—July 13
Missouri—July 13
District of Columbia—July 13
Alabama—July 13
Kentucky—July 13
Florida—July 13
South Carolina—July 20
Indiana—July 20
New Jersey—July 20
Wisconsin—July 20
Virginia—July 20
Washington—July 20
Texas—July 27
Michigan—Aug. 3
Ohio—Aug. 10

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

For Illinois census report, see page 36. Reports on California, Pennsylvania and New York, concluding the series, will be published in subsequent issues. See also ad on page 51.

Hillpot Follows Weaver As N. Y. Radio Head o Rockefeller Committe

WILLIAM HILLPOT, former program manager of the radio division of the Office of Coordinator of Inter-American Affairs (Rockefeller Committee), has been appointed director of its New York radio department, according to Don Francisco, director of the radio division. He succeeds Sylvester L. (Pat) Weaver, who will join the Navy early this fall with a commission.

Mr. Roberts

Mr. Hillpot

Mr. Hillpot, previously BLUE program manager, will assume executive duties immediately inasmuch as Mr. Weaver, former advertising director of American Tobacco Co., will handle special radio assignments on the West Coast for the Rockefeller Committee before going into service, according to the announcement.

Roberts Moves Up

Wilfred Roberts, of the radio division, former production manager of NBC, becomes Mr. Hillpot's assistant in the realignment and special duties under Mr. Hillpot will be handled by Cyrus H Nathan, former assistant to Paul R. Kruming, head of Latin American activities in the radio division. John Jensen is Mr. Kumming's new assistant; Jack White, former assistant production manager, takes over Hillpot's duties; Frederick A. (Ted) Long continues as assistant to the director of the New York office in charge of administrative, legal and business activities.

Belgian Spots

BELGIAN INFORMATION Center, New York, at the conclusion of a 13-week campaign of thrice-weekly news periods on WQXR, New York, starts a quarter-hour of recorded concert music on that station, Sept. 13-Dec. 10. A series of spot announcements has also been purchased. Sponsor launched a weekly quarter-hour of information on Belgian colonies, their resources and history on the seven FM stations of the American Network April 16 [BROADCASTING, April 13]. Agency is Gotham Adv., N. Y.

Beechnut Fall Series

BEECHNUT PACKING Co., Canojoharie, N. Y., on Sept. 15 will resume a spot campaign on a large list of stations similar to that used this spring for Beechies. The campaign will run about 15 weeks and spots have been placed on a varying basis per week, according to Newell-Emmett Co., New York, agency in charge.

FOR TIMELY PROGRAMS

...Look to NBC's Radio-Recording Service!

Today's audiences want *up-to-the-minute* programs . . . and stations and advertisers must keep pace with their interests.

NBC Radio-Recording Services *do* keep pace—in both NBC THESAURUS and NBC Recorded Programs. We keep our fingers on the pulse of change . . . the changing tastes of audiences, the changing problems of advertisers.

For today is *no* time to be *behind* the times!

"FLYING FOR FREEDOM," for instance—NBC Recorded Program—tells the authentic story of the Royal Canadian Air Force, in thrilling dramatic episodes that take the listener from first training flight to actual combat over enemy territory. The story revolves about four young representatives of the United Nations in the RCAF—an American, a Canadian, an Englishman and an Australian.

NBC THESAURUS—"The Treasure House of Recorded Programs"—too, is kept up-to-the-minute. Recent releases include the "Bombardier Song" sung by Thomas L. Thomas accompanied by Allen Roth and his orchestra—music from "Bambi" played by Sammy Kaye and Dick Jurgens . . . complete timely musical programs like "America Marches," featuring the world-famous Goldman Band . . . and many other equally up-to-the-minute features.

Noteworthy are the recent *Thesaurus* special Feature "Dividends" which have provided subscribers with a series of programs titled "Freedom's Fighting Men"—interviews with war heroes visiting in the U. S. after daring exploits on various fronts—RAF flyers from Libya—an Eagle Squadron pilot—British Army and Naval heroes of the Commando raids on Vaagso, Norway and St. Nazaire, France, and others.

Write for complete information on NBC Radio-Recording's *timely* programs!

* * *

THE NAME YOU WILL REMEMBER—NBC's newest recorded program—biographies of the world's famous people of today, keyed to the times.

Dr. Edwin Franko Goldman and the Goldman Band record marches and patriotic music. Thomas L. Thomas, baritone, sings the stirring "Song of Steel."

Hit tunes from "BAMBI," Walt Disney's newest production as played by Sammy Kaye's Orchestra, Dick Jurgens' Orchestra, and Richard Leibert, Organist, were recently released to THESAURUS Subscribers.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York
Trans-Lux Building, Washington, D. C.
Merchandise Mart, Chicago
Sunset and Vine, Hollywood

WSPA
SERVING
SOUTH CAROLINA'S
TOP
MARKET
SPARTANBURG
5000 W. DAY
1000 W. NIGHT
950 Kc
COLUMBIA AFFILIATE
HOME OF CAMP CROFT
REPRESENTED BY:
George P. Hollingbery Co.

Mr. A Beats an Ickie

By MAURICE CONDON

The spotlight of publicity shining at the moment on the musicians, the redoubtable Mr. K. W. Amplistat, question-putter extraordinary, zealously attempts to isolate some of the cliches of this profession as he interviews the band leader.

Q. You are the leader of this orchestra?

A. Right, K. W.

Q. How would you describe your musical organization?

A. They're pretty solid, very legit. Not a moaner and groaner in the bunch.

Q. A moaner and groaner refers to—

A. A blatty tone, a sick horn. Puny tone, no punch.

Q. How's your pianist?

A. Very soprana—no left hand.

Q. How is such a condition described by musicians?

A. Get a load of that bum's left wing on the box.

Q. Perhaps we had better review the entire orchestra. Your clarinetist plays—

A. A licorice stick.

Q. The instrument in the hands of your trombonist you call—

A. A slush pump.

Q. The accordionist handles—

A. A mop squeezer.

Q. The bass fiddle is—

A. The dog house.

Q. What about your percussion artist?

A. He beats the skins.

Q. Very illuminating. What do you mean when you say a job is strictly US?

A. Under scale, K. W.

Q. A bad chorus evokes what remark from you?

A. He brings me down.

Q. How do you reprove your men when everything seems to go wrong in a chorus?

A. Awright fellows, who's got the ball.

Q. If you wish an extra finishing note added to an arrangement, you say—

A. Put a button on it.

Q. Very graphic. Suppose you have a schedule of one night stands?

A. We're going on a panic.

Q. From which you return—

A. Whacked out.

Q. A job that calls for long sustained periods of music—

A. That's park plan.

Q. How do you dismiss your men for intermission?

A. Get lost for 15!

Q. Do your men drink?

A. Occasionally they'll have a blast or a plaster.

Q. How do you address one of your men undergoing a hangover?

A. Whatsa matter? Did you get a bad can of Sterno?

Q. Naturally you do not approve of this.

A. I tell 'em they got rocks in their head.

Q. Are there ever arguments among your men?

A. Only about perfect pitch, 66, hearts, gin rummy and poker.

Q. Never over women?

A. Sometimes if its a chick with chips.

Q. That means a young lady of means?

A. Scratch. Moolah.

Q. When your men complain, you call it—

A. A gripe session. They're beating their gums.

Q. What instrument do you play?

A. The fiddle. I lead with it.

Q. What is your method of beginning a selection?

A. Two beats is the kickoff.

Q. Do you have some remark encouraging unanimity of performance?

A. This time fellows, let's finish together.

Q. It must be a considerable strain.

A. Murr-durr! My stomach's ruined. Everything I eat turns to ulcers.

Q. That is most unfortunate. What about your band leader friends?

A. Jerks, everyone of 'em. Their hearts are full of larceny.

Q. For example?

A. Not to mention any names, but how about Jerry Groink.

Q. How about him?

A. A glamour boy—he thinks! Who's he think that rug is fo ing?

Q. He wears a rug?

A. I guarantee it!

Q. Toga style?

A. Y'don't get it, K. W. A ru —a toop! On the head!

Q. A toupe, of course.

A. And the garments he wea —super-zoot.

Q. Extreme in cut, you mean!

A. How's he get those pants on! And that jacket—to the knees!

Q. Indeed.

A. And what a stupe! He don't even talk English. He's doing a panic and the band's in a bus on the way to Graffis Point. It's hot so he says, "Open the windows fellows! Y'wanna get sophisticated!"

Q. A regrettable error.

A. And believe me, K. W., he hasn't got an arrangement to his name. Strictly a chorus band. Three stock choruses and the piano noodles it into the finish. Off the elbow all the way. That Groink —a very knocked-out guy.

Q. You do not approve of his musical ability?

A. Corn—from hunger.

Q. Your band avoids such corn?

A. So we use a little—just to be commercial.

Q. Well, sir, thank you for this interview. Very interesting.

A. Okay, K. W. Sorry I couldn't give you any of those cliches like y'write about. The only guys that talk like that are the B flat ickies. Us long hairs are too conservative.

Q. Commendable it is, Mr. Leader, and thank you again.

RED BARBER RANG UP results to the tune of $100,000 on a single broadcast Aug. 5 of the Dodgers-Giants game on WHN, New York, when the ace sportscaster offered to air names of listeners calling the station to buy War Bonds. Here he is, calling out the names at intervals as Alan Hale (right), his assistant, checks the figures as they come in via direct wire from the station. More than 90% of WHN listeners who answered Red's invitation have consummated their bond orders, the station reports. Congratulations to WHN and thanks to Red and the sponsor of the games, P. Lorillard Co., New York (Old Golds), were wired to Herbert L. Pettey, WHN director, by Henry Morgenthau Jr., Secretary of the Treasury.

NEW WGEO BEAMS TO TROOPS ABROAD

FOLLOWING the discovery that the powerful signal of WGEO, Schenectady, GE shortwave station, was "blacking out" talks by Yankee servicemen in Australia, to their parents at home, the station is beaming its daily broadcasts to the Australia-New Zealand area on a new frequency—9650 kc. WGEO's present frequency of 9530 kc. will be maintained for broadcasts to South America and Europe.

The atmospheric traffic jam was discovered several days after WGEO started its seven-weekly two-hour broadcasts to U. S. armed forces in Australia and New Zealand, June 20. Program has been described by Australian authorities as a "forceful counter" to the "previous preponderance of enemy propaganda" [BROADCASTING, July 13, 1942].

Nola Luxford, commentator and correspondent, will write, produce and m.c. one of the programs transmitter under the title *Anzac Hour*. Series features international figures, and Anzac flyers speaking to their families "Down Under," while on leave in New York.

TWO more European languages have been added to the CBS shortwave news department schedule with Ladislav H. Vydra, editor of the Czech newspaper *New-Yorske Listy*, as director of twice-daily Czech broadcasts, and twice-weekly broadcasts in Slovenian now scheduled as part of CBS' Serbo-Croatian programs.

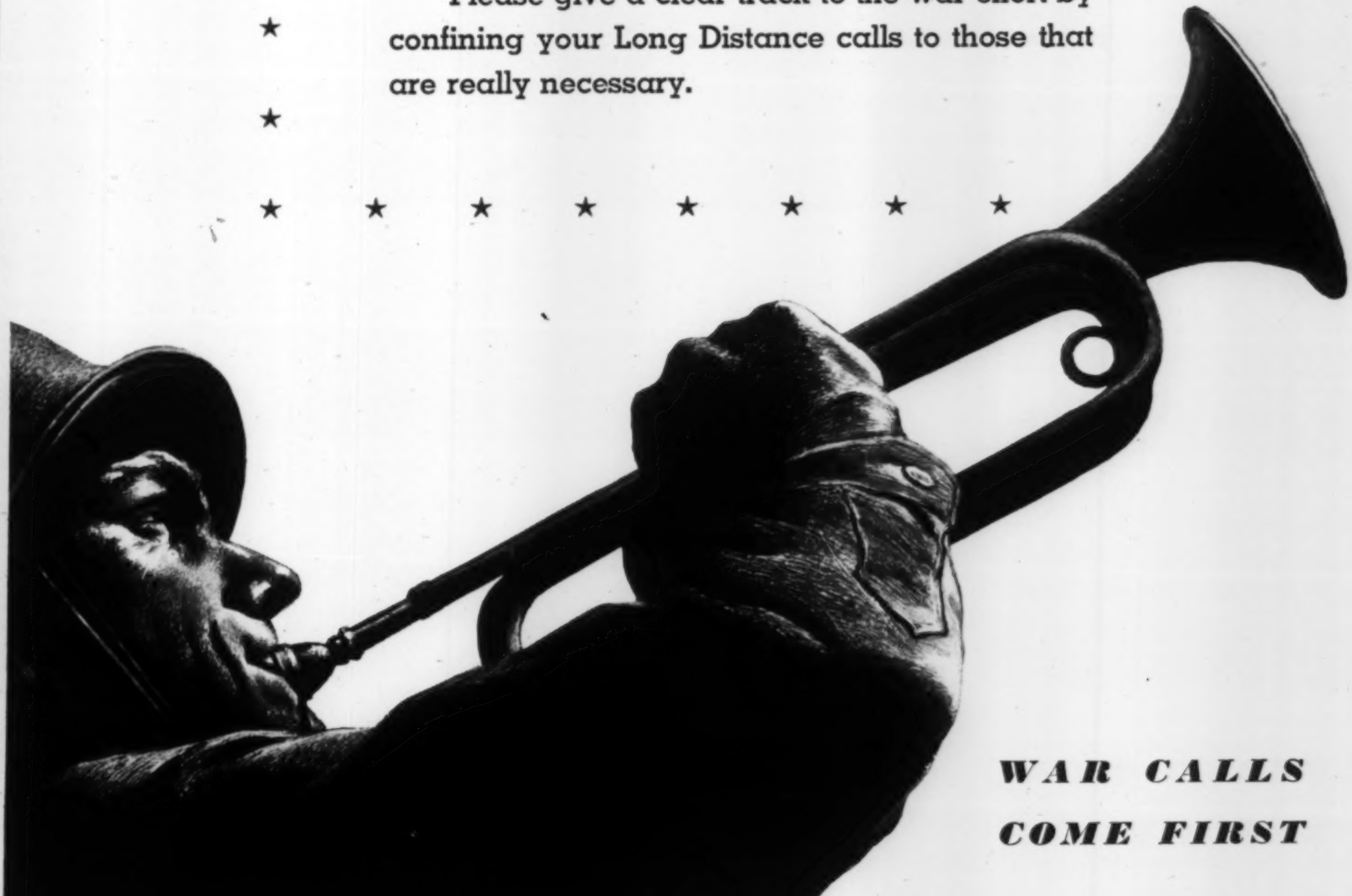
Clear the Lines for the War

Before you make a Long Distance telephone call today, ask yourself these questions:

1. Is it necessary?
2. Will it interfere with war calls?

The weight of war on the telephone lines is heavier every day. We can't build the new lines to carry it because sufficient materials aren't available. We've got to make the most of the service we now have.

Please give a clear track to the war effort by confining your Long Distance calls to those that are really necessary.



WAR CALLS
COME FIRST

BELL TELEPHONE SYSTEM

Good Music for Utility Programs

Concerts Are Found Fine Builders Of Goodwill

By **RICHARD ODDIE**
Radio Timebuyer
McCann-Erickson, San Francisco

THE Evening Concert, a two-hour program of the world's finest recorded music, sponsored by the Pacific Gas & Electric Co., San Francisco, one of the West's largest public utility companies, has just celebrated its second anniversary on the air. It is broadcast every night on KYA.

Mr. Burke

The growth in public acceptance of this rather serious program has been rapid. In October, 1939, when the program went on the air for the first time, the Pacific Gas & Electric had 5,000 printed programs prepared. It was announced on the air that they could be obtained free of charge by listeners who called at any of the PG&E offices in the San Francisco Bay Area. The response was so gratifying that more were printed the next month—and so, by the end of the second year of broadcasting the monthly print order has steadily grown to 16,000 copies a month—and is still continuing to increase.

Good Music

The programs are printed in an eight-page 4 x 9½ inch pamphlet and the four or five principal selections to be played each night are listed, together with the name of the composer, the orchestra or artist and the conductor.

The policy of the sponsor and the agency, McCann-Erickson, has been consistently to feature the best recordings and transcriptions that can be obtained, and to give the radio audience two hours of the world's finest orchestral, instrumental, vocal and choral music every night in the year.

Without adhering to any rigid formula, an attempt is made to include a symphony, a vocal or instrumental recital, an overture, a tone poem and several lighter orchestral works on every program.

Several shorter selections are generally included to fill out the two-hour period. Whenever possible the program is tied in with the local musical performances and other civic celebrations. During the recent San Francisco Opera Season, selections from each opera were featured on the night it was presented at the Civic Opera House. When the San Francisco Symphony Orchestra, under the direction of Pierre Monteaux opens its winter season in December, its major selections will be presented on the *Evening Concert* whenever possible.

The *Evening Concert* has presented nearly 5,000 selections taken from the recorded libraries of the world's finest music. The average symphony orchestra cannot hope to offer more than a hundred selections in a full season.

Wide Appeal

In the selection of these programs, it is the aim of the sponsor to offer music that will appeal to the largest possible group of listeners. To that end, McCann-Erickson makes a continuing study of the suggestions received from the many listeners who write to express their musical preference each month. Thirty or thirty-one programs each month provide ample opportunity to cater to almost every taste and to fill almost every request.

It is interesting to note that the requests received in 1941 reflect a considerably higher level of musical taste than those received during the early years of the program.

A recent survey of the record buying habits in San Francisco indicates that local musical taste is definitely on the upgrade, in quantity as well as quality. Last year Californians were not only the greatest per capita buyers of records, but they also were hard on the heels of New Yorkers as far as dollar volume of purchases were concerned.

The *Evening Concert* is certainly one of the forces that is directly responsible for this awakened interest.

The success of the program policy of this particular production may be measured by the remarkable showing that the *Evening Concert* makes in its nightly competition with the San Francisco metropolitan area's four network and seven independent stations.

A check of San Francisco-Oakland station audiences indicates that in terms of multiple coverage the "Evening Concert" reaches an exceedingly large segment of the San Francisco radio audience each week.

Short Commercials

One reason for the consistent popularity of the concert is that commercials are kept to a minimum, with only three 45-second commercial announcements during each two-hour period. Coupled with this is the fact that in a nationwide contest among public utility companies using radio, the Pacific Gas & Electric Co. carried away first prize in the Radio Division of the Public Utilities Advertising Assn.

Said the judges, in awarding the blue ribbon for commercial copy:

"From all evidence, they chose a method and a program and then bent every effort toward unifying the idea and they seem to have succeeded. The regular program that the Pacific Gas & Electric Co. has built up for those listeners who prefer and who are being educated to prefer the more permanent artistic qualities, is a credit to the company."

According to Walter A. Burke, director of radio, Pacific Coast Division, McCann-Erickson:

"Whatever success the *Evening Concert* has enjoyed may be directly attributed to the fine spirit of cooperation that exists between the client and the agency. Every effort has been directed towards presenting a program that will be acceptable to the radio audience and if we have reached this goal it is because the Pacific Gas & Electric Co., through Paul M. Downing, vice-president and general managers, have never restricted the agency in any way—we have never been pressed to play the musical brainchild of a stockholder, or to find a place on the *Evening Concert* for the daughter of a vice-president with aspirations towards a radio career."

Although institutional copy for their electric and gas utilities is used by Pacific Gas & Electric on commercials to a great extent, the sponsor frequently calls direct attention to some of its products—electric light bulbs, lamps, heaters, etc. PG&E has found its radio program tremendously successful both in the promotion of goodwill, its chief aim, and in direct sales.

ANALYZING RADIO IN GERMANY

Ferrand Heads Group Studying Propaganda of Nazi Broadcasting Stations

A RECURRENT theme in recent German shortwave propaganda is the complaint that the Allies are acting in an undemocratic fashion in withholding vital information from the public, according to the latest bulletin to be released by the German American Congress for Democracy.

From material gathered by its 24-hour listening post, tuned in on German propaganda, the Congress issues a weekly analysis prepared by Jacques Ferrand, head of the radio division, and distributed to the Government information division, newspapers and commentators throughout the country, in an effort to keep them informed of the current tendencies of enemy warfare on the airways.

Radio Activity

Propaganda analysis is only one of the functions of the Congress, which was formed two years ago to spread American ideals of democracy among Americans of German birth. Other radio activities include cooperation with the International Division of NBC in shortwave programs directed abroad, and transcribed programs for German-Americans [BROADCASTING, July 13].

Radio Zeesen, official German shortwave station, is the chief source of material for the Congress bulletins, the most recent of which shows how and why the Nazis are stressing Allied secrecy as undemocratic, the reason being that they are "fishing for concrete figures by Allied sources (on sinkings)" and are irked by their inability to obtain military information.

Emphasized thruout Mr. Ferrand's analyses is the German's extensive use of any pessimistic material, or critical comments appearing in the Anglo-American press and radio. It is pointed out that often the Nazi radio only becomes aware of the importance of an Allied setback from the excitement and discouragement revealed in American news channels.

Listening Ears

"Unfortunately," he writes in his June 29 release, "the pessimistic news reports and comments presented to them free of charge by the Allied press and radio, offer them always fresh courage." He goes on to add, "Some allied commentators and journalists are still announcing to the world their expert or not expert opinions without caring for the basic principle of the war time propaganda: 'The Enemy Listens.'"

Founder and chief of the listening post of the French Ministry's foreign affairs division in 1933, Mr. Ferrand, an Alsatian by birth, held this position until the fall of France, when he came to this country. During a visit to the United States in 1938 on a special mission with CBS from the French government, Ferrand proposed to the State Dept. the idea of maintaining listening posts in this country.

The Congress' independent listening post and propaganda analyses in no way duplicate the work of the established official Government listening posts, says Mr. Ferrand. Acting as editor and analyst, Ferrand aims to select and point out only the most significant tendencies, from the mass of enemy propaganda material which must be officially monitored for the valuable information it contains. He is primarily interested in conveying an understanding of the current Nazi mentality to those who are concerned in one way or another with combating it.

UP Donates Discs

AS A GIFT of United Press, transcriptions made at the UP listening post at Moraga, Cal. of all English-language broadcasts made from Radio Tokyo since Dec. 15, 1941, have been donated to the Hoover Library on War, Revolution and Peace. The presentation was made to Dr. Ray Lyman Wilbur, chancellor, Stanford U. by Dan Bowerman of the UP San Francisco bureau.

XUM

Rededication of purpose

AT THE AGE OF TWENTY

. . . to perform a public service whenever the need occurs or the opportunity affords.

. . . to air the news truthfully and frequently as soon as it happens.

. . . to offer daily the finest in all realms of radio entertainment.

. . . to draw on its facilities and the imagination of its people in every way that might contribute to America's war effort and the Victory.

As it enters it's twenty-first year, these continue to be WEAF's guides for action. Today WEAF thanks its advertisers for their support of these aims in the past and looks forward to working with them in maintaining the highest standards in broadcasting.

WEAF

AUGUST 16, 1922
660 KC

AUGUST 16, 1942
50,000 WATTS

OWNED AND OPERATED BY THE NATIONAL BROADCASTING COMPANY

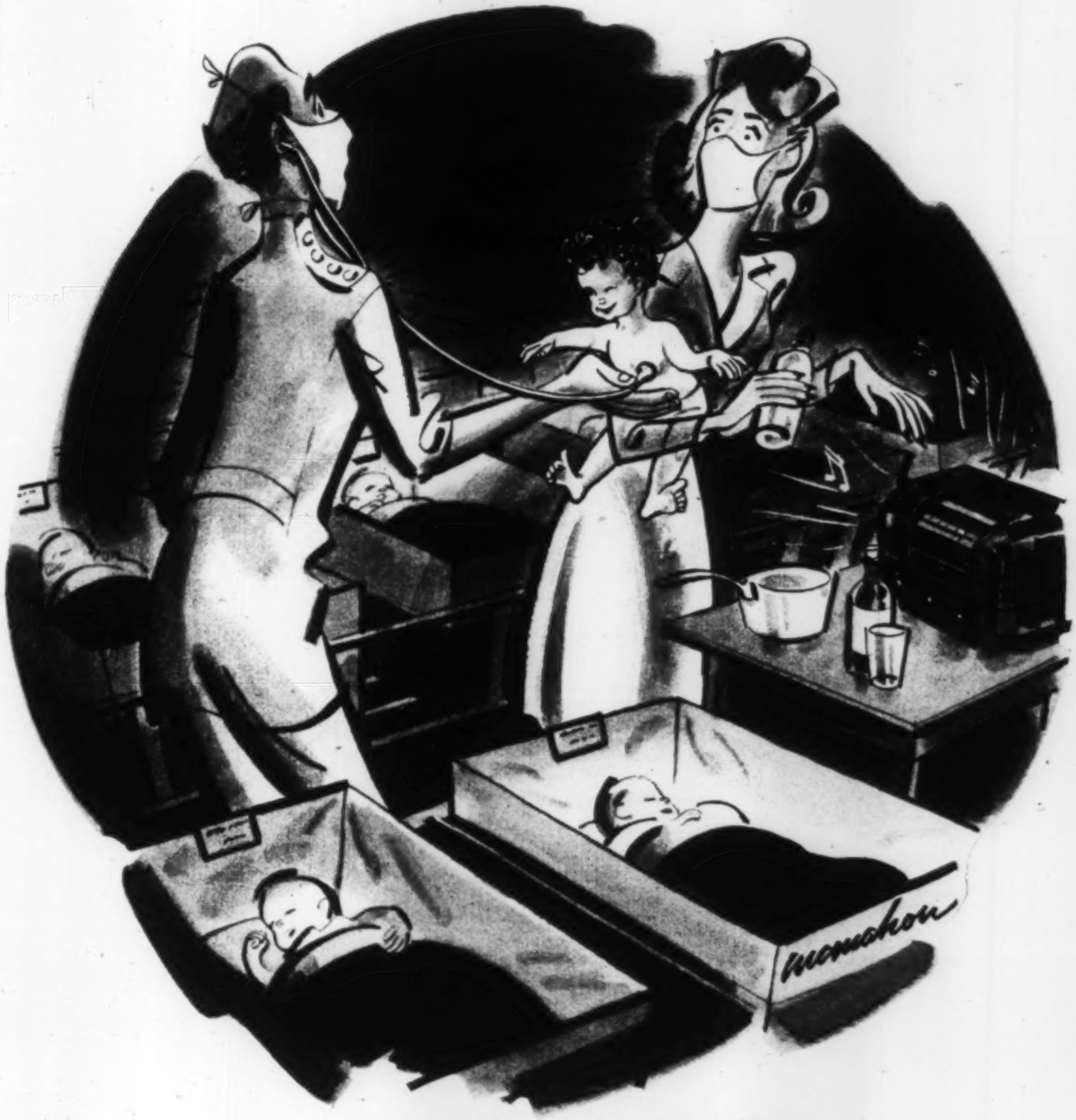
XLVI. CENSUS OF RADIO HOMES IN THE STATE OF ILLINOIS

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Populatio
Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	18,694	85.9	16,058	11,974	90.2	10,806	2,837	79.4	2,253	3,883	77.2	2,999
Alexander	7,230	59.5	4,311	4,403	65.3	2,877	1,658	50.5	837	1,169	51.1	597
Bond	4,325	74.0	3,203	1,115	91.2	1,017	1,395	74.7	1,042	1,815	63.0	1,144
Boone	4,375	94.6	4,138	2,500	97.3	2,432	540	92.1	497	1,335	90.6	1,209
Brown	2,463	75.2	1,851	....	....	....	1,158	79.9	925	1,305	71.0	926
Bureau	10,793	92.0	9,929	3,083	93.4	2,880	4,225	90.6	3,829	3,485	92.4	3,220
Calhoun	2,152	73.3	1,578	....	....	....	752	76.9	578	1,400	71.4	1,000
Carroll	5,289	90.0	4,760	1,413	93.4	1,319	2,000	89.9	1,799	1,876	87.5	1,642
Cass	4,744	83.9	3,981	1,970	89.0	1,753	1,378	81.1	1,118	1,396	79.5	1,110
Champaign	19,443	94.0	18,271	11,355	96.1	10,913	3,953	90.6	3,583	4,135	91.3	3,775
Christian	11,060	86.9	9,607	4,261	90.5	3,857	3,680	83.1	3,060	3,119	86.2	2,690
Clark	5,553	77.5	4,304	1,668	87.3	1,457	1,231	82.3	1,013	2,654	69.1	1,834
Clay	5,421	81.2	4,400	1,606	90.3	1,450	1,447	80.9	1,171	2,368	75.1	1,779
Clinton	5,913	79.3	4,690	935	91.0	851	3,185	80.8	2,573	1,793	70.6	1,266
Coles	11,225	88.6	9,945	7,158	92.0	6,589	1,575	81.4	1,282	2,492	83.2	2,074
Cook	1,125,468	96.3	1,083,788	1,100,838	96.4	1,060,805	20,925	93.9	19,647	3,705	90.0	3,336
Crawford	6,267	79.6	4,991	1,313	93.0	1,221	2,622	80.4	2,108	2,332	71.3	1,662
Cumberland	3,291	81.9	2,696	....	....	....	1,360	81.6	1,110	1,931	82.1	1,586
DeKalb	9,871	94.8	9,358	4,935	96.4	4,755	2,261	93.4	2,112	2,675	93.1	2,491
DeWitt	5,246	88.5	4,642	1,859	91.7	1,705	1,642	86.7	1,424	1,745	86.7	1,513
Douglas	5,073	87.4	4,432	882	92.0	811	2,399	87.5	2,099	1,792	85.0	1,522
DuPage	27,538	97.1	26,745	19,852	98.5	19,554	6,070	94.2	5,720	1,616	91.0	1,471
Edgar	7,292	86.3	6,298	2,893	90.3	2,612	1,747	84.3	1,472	2,652	83.5	2,214
Edwards	2,724	76.5	2,083	....	....	....	1,562	80.7	1,261	1,162	70.8	822
Effingham	5,844	82.1	4,797	1,753	91.4	1,603	1,837	86.9	1,596	2,254	70.9	1,598
Fayette	7,811	78.2	6,103	1,599	91.4	1,462	2,604	81.7	2,129	3,608	69.6	2,512
Ford	4,380	93.2	4,081	962	96.2	925	1,733	92.7	1,607	1,685	91.9	1,549
Franklin	15,462	79.5	12,295	8,046	87.0	7,000	4,736	72.9	3,451	2,680	68.8	1,844
Fulton	13,248	86.6	11,475	3,531	93.5	3,302	5,702	85.2	4,856	4,015	82.6	3,317
Gallatin	3,123	70.9	2,213	....	....	....	1,683	71.9	1,210	1,440	69.6	1,003
Greene	5,763	77.8	4,484	1,694	85.0	1,441	1,836	78.0	1,432	2,233	72.2	1,611
Grundy	5,115	93.1	4,760	1,758	95.9	1,687	1,895	91.4	1,733	1,462	91.6	1,340
Hamilton	3,782	69.7	2,635	800	90.6	725	555	64.0	355	2,427	64.1	1,555
Hancock	8,090	82.2	6,652	852	89.4	762	3,803	81.1	3,085	3,435	81.7	2,805
Hardin	2,024	67.4	1,364	....	....	....	978	76.9	752	1,046	58.5	612
Henderson	2,595	81.4	2,111	....	....	....	1,292	78.7	1,016	1,303	84.0	1,095
Henry	12,733	92.2	11,739	7,014	93.6	6,567	2,388	91.1	2,176	3,331	89.9	2,996
Iroquois	9,182	90.5	8,311	1,153	93.5	1,078	3,865	90.4	3,496	4,164	89.8	3,737
Jackson	10,543	78.3	8,261	5,194	84.2	4,375	2,653	77.1	2,046	2,696	68.3	1,840
Jasper	3,812	77.1	2,938	....	....	....	1,376	82.7	1,138	2,436	73.9	1,800
Jefferson	9,857	80.1	7,899	4,445	87.7	3,896	1,889	78.9	1,491	3,523	71.3	2,512
Jersey	3,802	73.3	2,782	1,470	85.7	1,259	831	67.7	562	1,501	64.0	961
Jo Daviess	5,760	86.0	4,952	1,332	84.5	1,126	2,297	87.7	2,015	2,131	85.0	1,811
Johnson	2,930	66.4	1,947	....	....	....	1,113	70.4	783	1,817	64.0	1,164
Kane	34,617	96.2	33,289	27,145	96.9	26,303	5,094	94.0	4,787	2,378	92.5	2,199
Kankakee	13,899	93.8	13,045	7,247	95.9	6,948	3,816	93.8	3,581	2,836	88.7	2,516
Kendall	3,053	92.9	2,837	....	....	....	1,670	92.7	1,548	1,383	93.2	1,289
Knox	15,495	90.5	14,026	9,734	94.2	9,170	2,702	85.2	2,301	3,059	83.5	2,555
Lake	30,214	95.9	28,987	21,162	96.8	20,486	7,030	94.5	6,645	2,022	91.8	1,856
LaSalle	26,389	93.5	24,673	17,704	95.1	16,830	3,992	89.9	3,590	4,693	90.6	4,253
Lawrence	5,781	78.4	4,534	1,669	89.8	1,499	1,902	78.6	1,496	2,210	69.6	1,539
Lee	8,517	94.4	8,036	3,172	95.5	3,028	2,560	94.2	2,411	2,785	93.2	2,597
Livingston	10,004	92.1	9,217	2,098	93.8	1,969	4,010	91.3	3,663	3,896	92.0	3,585
Logan	7,144	90.4	6,457	2,818	92.1	2,596	2,011	87.9	1,768	2,315	90.4	2,093
McDonough	8,172	88.3	7,207	3,678	91.4	3,363	1,754	80.8	1,417	2,740	88.6	2,427
McHenry	10,330	94.9	9,806	3,812	97.6	3,719	3,632	94.6	3,436	2,886	91.9	2,651
McLean	20,967	92.9	19,482	11,549	94.8	10,944	4,596	90.1	4,140	4,822	91.2	4,398
Macon	24,349	92.9	22,627	17,298	94.5	16,352	4,166	90.5	3,771	2,885	86.8	2,504
Macoupin	13,896	83.1	11,554	6,004	89.9	5,400	4,450	82.4	3,665	3,442	72.3	2,489
Madison	40,882	88.9	36,340	29,269	91.0	26,630	8,015	88.0	7,050	3,598	73.9	2,660
Marion	13,808	80.7	11,147	6,698	85.9	5,757	3,588	80.0	2,870	3,522	71.5	2,520
Marshall	3,794	88.8	3,370	....	....	....	2,408	88.0	2,118	1,386	90.3	1,252
Mason	4,603	83.4	3,839	1,251	86.1	1,077	1,769	82.9	1,466	1,583	81.9	1,296
Massac	4,246	70.3	2,985	1,867	79.7	1,488	933	64.7	604	1,446	61.8	893
Menard	3,085	83.7	2,582	784	85.7	672	1,017	83.9	853	1,284	82.3	1,057
Mercer	5,156	88.0	4,540	825	91.1	752	2,003	86.3	1,729	2,328	88.5	2,059
Monroe	3,489	74.2	2,588	....	....	....	1,954	81.3	1,588	1,535	65.2	1,000
Montgomery	10,155	83.1	8,438	4,274	91.1	3,892	2,768	81.3	2,251	3,113	73.7	2,295
Morgan	9,251	85.7	7,932	4,646	91.0	4,227	2,097	83.2	1,744	2,508	78.2	1,961
Moultrie	3,827	83.0	3,177	1,000	89.0	890	1,214	84.2	1,022	1,613	78.4	1,265
Ogle	8,722	91.8	8,010	2,118	95.1	2,015	3,399	91.2	3,100	3,205	90.3	2,895
Peoria	43,105	93.2	40,198	31,735	94.1	29,853	8,427	92.5	7,792	2,943	86.8	2,553
Perry	6,536	77.7	5,075	3,209	86.8	2,785	1,562	77.2	1,206	1,765	61.4	1,084
Piatt	4,147	89.6	3,717	780	95.6	746	1,735	87.1	1,512	1,632	89.4	1,459
Pike	7,424	77.0	5,720	891	91.1	811	3,122	75.7	2,365	3,411	74.6	2,544
Pope	2,229	65.6	1,466	....	....	....	756	73.9	559	1,473	61.6	907
Pulaski	4,273	60.0	2,563	....	....	....	2,758	63.7	1,758	1,515	53.1	805
Putnam	1,518	84.2	1,278	....	....	....	938	81.9	768	580	87.9	510
Randolph	8,260	78.9	6,528	2,510	91.3	2,293	3,305	79.4	2,625	2,445	65.8	1,610
Richland	4,971	81.1	4,034	2,360	91.4	2,158	680	76.3	519	1,931	70.3	1,357
Rock Island	31,725	94.8	30,074	26,055	95.9	24,976	3,507	91.9	3,225	2,163	86.6	1,873
St. Clair	46,985	88.0	41,356	30,936	90.5	28,012	13,013	86.1	11,202	3,036	70.6	2,142
Saline	10,850	80.0	8,682	4,937	86.2	4,255	3,398	78.1	2,653	2,515	70.5	1,774
Sangamon	33,207	91.5	30,404	21,585	94.0	20,289	7,394	87.3	6,455	4,228	86.6	3,660
Schuyler	3,275	80.3	2,629	....	....	....	1,537	81.4	1,252	1,738	79.2	1,377
Scott	2,390	77.3	1,847	....	....	....	1,325	78.0	1,033	1,065	76.4	814
Shelby	7,737	83.3	6,446	1,296	90.4	1,172	2,612	81.6	2,131	3,829	82.1	3,143
Stark	2,563	87.7	2,248	....	....	....	1,368	89.1	1,219	1,195	86.1	1,029
Stephenson	11,669	92.8	10,823	6,422	95.4	6,128	2,416	88.4	2,137	2,831	90.4	2,558
Tazewell	16,260	92.4	15,026	8,530	94.8	8,086	5,174	90.5	4,681	2,556	88.4	2,259
Union	5,105	73.7	3,750	1,156	92.0	1,064	1,448	73.0	1,057	2,501	65.1	1,629
Vermilion	24,576	88.8	21,819	14,732	91.1	13,425	5,921	85.0	5,031	3,923	85.7	3,363
Wabash	3,936	83.9	3,305	2,098	89.0	1,868	666	77.6	517	1,172	78.5	920
Warren	6,252	89.7	5,609	2,747	91.7	2,519	1,263	87.2	1,102	2,242	88.7	1,988
Washington	4,491	71.7	3,225	....	....	....	2,351	79.6	1,871	2,140	63.3	1,354
Wayne	6,107	73.9	4,512	1,163	89.3	1,039	1,203	72.4	871	3,741	69.6	2,602
White	5,691	77.7	4,423	1,306	86.2	1,126	2,001	75.3	1,506	2,384	75.1	1,791
Whiteside	12,314	92.3	11,363	6,477	95.4	6,177	2,807	88.8	2,491	3,030	89.0	2,695
Will	29,045	93.9	27,285	12,996	94.8	12,316	12,611	94.4	11,909	3,438	89.0	3,060
Williamson	14,858	81.1	12,063	8,088	87.6	7,083	3,942	77.3	3,046	2,828	68.4	1,934
Winnebago	34,818	95.3	33,194	25,570	96.1	24,577	6,895	94.1	6,485	2,353	90.6	2,132
Woodford	5,256	89.9	4,724	....	....	....	3,093	90.7	2,805	2,163	88.7	1,919
State Total	2,192,724	92.3	2,023,969	1,633,017	95.3	1,555,637	310,446	86.3	267,839	249,261	80.4	200,493

Cities of 25,000 Or More Populatio

City	Units	% Radio	Radio Units
Alton	8,663	92.3	7,992
Aurora	13,155	97.0	12,760
Belleville	8,563	93.5	8,006
Berwyn	13,901	99.1	13,774
Bloomington	9,678	94.5	9,143
Chicago	949,744	96.1	912,473
Cicero	17,918	97.9	17,547
Danville	11,248	91.4	10,284
Decatur	17,298	94.5	16,352
East St. Louis	21,148	89.1	18,847
Elgin	9,972	96.8	9,651
Evanston	18,150	98.1	17,805
Galesburg	8,784	94.2	8,273
Joliet	11,538	94.8	10,934
Maywood	7,207	98.3	7,083
Moline	10,246	96.2	9,859
Oak Park	19,104	99.2	18,960
Peoria	30,459	93.9	28,599
Quincy	11,974	90.2	10,806
Rockford	24,822	96.2	23,883
Rock Island	12,357	95.8	11,835
Springfield	21,585	94.0	20,289
Waukegan	9,501	96.7	9,184



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50,000 WATTS

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wBBm is the midwestern key station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco

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WTAG

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WORCESTER, MASS.

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RD ETRY & CO. NATIONAL REPRESENTATIVE

d Operated by the Worcester Telegram-Gazette

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Good Radio . . . and Navy

"IF IT ISN'T good radio, it isn't good Navy."

That's the all-inclusive guidepost to the Navy's public relations men throughout the country, emanating from Radio Branch headquarters in Washington.

It's rather significant that the Navy has been a judicious user of radio time. It hasn't tended to overwork the medium, either on networks or via independent stations. When there's a job to be done, and radio can do it, its compact and efficient organization ticks it off, ship-shape.

Who's responsible for the slogan, we don't know. Capt. Leland P. Lovette, whose well merited promotion to the directorship of the Public Relations Dept. was announced last week, long has been recognized as a foresighted and radio-conscious officer. Frank E. Mason, NBC vice president on leave, is special public relations advisor to the Secretary of the Navy, and brought to the Navy an appreciation of the medium. J. Harrison Hartley, former NBC special events man, heads the Radio Section. He brought to it a practical working knowledge of programming, policy and "good radio".

Radio hasn't complained about Government time demands, notably those related to the war effort. But we think all branches of the Government, civil along with the military, might well paraphrase the Navy's slogan: "If it isn't good radio, it isn't good Government."

Freedom and Radio

EXCEPT FOR A FEW gadflies like the ineffable Mr. Haggerty of the printing trades union, who would like to tax radio to the death despite repudiation of his theories in Congress and by his own parent AFL, and except perhaps for a few of the starry-eyed reform boys, who appear to be under wraps for the duration while practical men take over but who may be expected to emerge from their seclusion at the slightest provocation, it cannot be said that the integrity of the American system of radio is in any graver danger at the moment than any of the other free American institutions we are fighting for.

The great war job cut out for radio—not only its use by our Government as a news and morale liaison with both home and foreign fronts, but also its tremendous use as a publicity and advertising medium in the various war drives—transcends all the petty ills which may, justly or unjustly, be ascribed to the industry. That is why, we are confident, the regulatory authorities really mean it when they tell us they will do their utmost to see that the structure is kept intact in the face of wartime priorities and shortages of critical materials and labor.

It is also reassuring to read the appraisal of radio, among other media of intelligence, given in the Office of War Information's newly released pamphlet, *Four Freedoms—the Rights of All Men Everywhere.* We commend a thorough reading of this little document by everyone in radio, especially those who guide its policies and those who use its microphones. For it is, as OWI Director Elmer Davis puts it, "an attempt to translate into simple details these basic principles for which the American people and the rest of the United Nations are fighting."

Quoting President Roosevelt's message to Congress of Jan. 6, 1941 defining the four freedoms—freedom of speech and religion, freedom from want and fear—the pamphlet notes that the Bill of Rights specifically mentioned the press, but that today the press is only one of many modern forms of utterance—there are also books, magazines, schools, radio and the movies. A condition necessary for free speech, it is pointed out, is that "the people have access to the means of uttering it—to newspapers, the radio, the public forum . . . There is no freedom, either, unless facts are within reach, unless information is made available."

So far as broadcasting is concerned, this can mean but one thing—preservation of the American system.

While the framers of the Bill of Rights could not possibly have envisaged the miracle of mass communication that is radio, there is no question now about its inclusion among the precious possessions for which we fight. "The first two freedoms—freedom of speech and freedom of religion—are cultural," says the OWI pamphlet. "They are the prerogatives of the thinking man, of the creative and civilized human being. Sometimes, as in the United States, they are guaranteed by organic law. They are rather clearly understood, and the laws protecting them are continually being revised and adjusted to preserve their basic meaning."

Our observation is that these precepts represent the very essence of the functioning thus far of the OWI, a war-born agency which fortunately has been placed for the most part in the hands of thoroughly competent press, radio and advertising men, most of them called into war duty with it by their Government. Even among the Government career men, we discern a new attitude toward the broadcaster and a more wholesome respect for the American system of radio—less inclination, for example, to treat them as wayward children and to hector and badger the system because of its youthful vagaries and because of the enormous potential powers the Federal authorities hold over it under an obsolescent law.

The RADIO BOOK SHELF

TELEVISION today is nothing more serious than a hopeful industry of the future since television equipment manufacturers are now engaged in war production. Lee de Forest could not foresee this when he was at work on *Television—Today & Tomorrow* [Dial Press, New York]. As a result he has prepared a patient story of television—explaining the scientific system necessary to an understanding, its history, its professional possibilities and its probable effect and future. Written in simple, direct language it offers the layman a chance to study the future of an industry soberly before it assumes the hysterical proportions of an infant rushing forward to meet its maturation.

Inspector Rampage

SOME STATIONS, justifiably we think, are nettled over the performances of the FCC's wartime crop of radio inspectors. We get reports that these "Johnny-Come-Lately" inspectors, armed with authority equivalent to that of a new cop on the beat, are going to extremes in reporting the most picayunish of purported violations.

Most of these "violations", according to our station informants, deal with purely non-technical aspects, such as maintenance of logs, failure to list commercial sponsors, and other prosaic routines. Failure of an operator to post his license conspicuously has resulted in a "discrepancy report".

With a war on, and the personnel turnover so heavy, notably in the technical end, it is obvious that up-to-snuff operation does not obtain everywhere. Moreover, the FCC, commendably taking cognizance of the plight of many stations, has seen fit to relax its requirements on qualification of operators at transmitters.

According to most recent FCC hearing notices, it apparently is disposed to call stations to the carpet on the basis of these discrepancy reports. The Commission has shown leniency till now, and there's no reason to believe that summary action will be taken on renewals, in the light of hardships imposed by the war.

Nevertheless, something should be done to curb such tactics. These discrepancy reports become part of the service records of the stations. After the war, all such charges might be used as a basis for punitive action.

We don't contend that the field force should shut its eyes to all infractions. Far from that. But we feel that fair play and the tempo of the times call for relaxed rather than stiffened requirements.

We Pay Our Respects To —

WILLIAM ALEXANDER WILSON

UNIQUE in that it figuratively has its antenna in both Tennessee and Virginia, WOPI, Bristol, has an equally unique owner who graduated from telegrapher to station ownership with a way stop as retail radio store owner.

When William Alexander Wilson sold his radio shop in 1929 he went looking for scrap iron—but just long enough to get material to build his station which he now owns on a 50-50 basis with C. J. Harkrader, local publisher.

Mr. Wilson's principal hobby is aiding worthy projects and with his station he recently raised more than $8,500 for the local Red Cross and helped another chapter reach its quota of $4,500. Homeless and hungry victims of the last Ohio flood have good reason to remember Mr. Wilson for he raised $25,000 in the Bristol area and assisted in getting 13 carloads of canned goods, clothing and household goods to the flooded area as well as dispatching two planes loaded with serums, bread and rubber boots.

These endeavors manifest his spirit in community efforts and his attitude toward the war effort is typified in his message to employes that "every man in this organization who becomes a member of the armed forces of the United States during this emergency will find his job waiting for him when he gets back".

Born in Caney Branch, Tenn., Aug. 9, 1892, M. A. Wilson left school when 14 years old. He was first a delivery boy, then started as a telegraph operator with a railroad company in Morristown, Tenn. When lightning struck his headphones one night he left in a hurry, coming to a stop in Washington where he started work in the general manager's office of the Southern Railroad.

Other jobs followed in Cleveland, Tenn., Bristol, Knoxville and Greenville, S. C. After a term as Government telegraph monitor in Norfolk, Mr. Wilson returned to Bristol as chief operator with Western Union.

Scenting expansion of the radio field he resigned his telegrapher's post in 1925 to devote full time to a retail radio business he had started in 1922. In 1929 he built his station which is now an NBC affiliate. Though he does not own controlling interest in WOPI, Mr. Wilson guides its operation since his partner's interest is taken up with his newspaper, the *Bristol Herald Courier & News Bulletin.*

Three sons followed Mr. Wilson's marriage to Etta Selma Holder of Newport, Tenn., in 1915. William A. Jr. is in the theatre business, Edwin H. is with a local wheel and foundry company and Jimmy C. is attending college where he is completing a radio technician's course and handling all remote broadcasts for WOPI.

Mr. Wilson's "joining" includes membership in the Public Affairs Committee of the Kiwanis Club, director of the local Red Cross Chapter, director of the Disaster & Preparedness Committee of the chapter, chairman of the Sullivan County chapter of the National Foundation for Infantile Paralysis, a member of the Chamber of Commerce, member of Salvation Army board of directors, president of the Fellowship Club in his church and secretary-treasurer of his Sunday school class.

Renier Leaves KMOX

CHESTER G. (Tiny) RENIER, program director of KMOX, St. Louis, has been transferred to the CBS New York staff as executive producer. Mr. Renier entered radio as a vocalist on WDAF, Kansas City, Nov. 1, 1925. He went to KMOX Sept. 1, 1934, as production man, and became program director in 1936. In New York, he will be producer of *Mother & Dad*, a new CBS daily radio serial.

Personal NOTES

OSWALD C. BUCHANAN, former assistant controller of International Telephone & Telegraph Corp., who from 1935 to 1937 was controller of the Rumanian Telephone Co., has been elected treasurer of IT&T. Charles D. Hilles Jr., IT&T assistant general attorney, who formerly was with the law firm of Root, Clark, Buckner & Ballantine, has been elected secretary of the corporation.

GORDON LLOYD, of the sales staff of WJZ, New York, has enlisted in the Army, reporting to Camp Upton Aug. 20. He was guest of honor at a cocktail party Aug. 13, given by John H. McNeil, manager of WJZ.

ALLEN J. DeCASTRO, who recently resigned as sales manager of the CBS Latin-American Network, will join the sales staff of BLUE Aug. 17, according to an announcement last week by George Benson, Eastern sales manager of BLUE. DeCastro was previously engaged in sales and advertising work in Latin-America.

BENJAMIN F. FEINER Jr., who instituted the "Reward for Listening" campaign two years ago as a means of stimulating interest in programs, and who also helped organize Radio Sales Agency, Furman, Feiner & Co., New York, has joined the CBS shortwave division as head of the script department and program censor. Feiner was, until recently, part owner and general manager of WKNY, Kingston, N. Y.

T. B. ELLSWORTH, director of advertising and sales promotion of Ross Federal Research Corp., New York, has resigned to become sales promotion manager of WJZ, New York. He replaces John V. Sullivan, who on Aug. 24 will become promotion manager of WNEW, New York, succeeding Alvan Summerfield, resigned some months ago.

MAX JORDAN, of NBC's public service department, on Aug. 10 addressed a meeting of the World Federation of Education Assns. in Washington on "The Interpretation of the Use of Radio in the Development of Inter-American Friendship."

LT. PAUL CHAPMAN, who in January left the sales staff of WFBC, Greenville, S. C., for Army Service, has won his wings. He is now a navigator in the Ferrying Command. The officer is the son of Judson W. Chapman, vice-president of the *Greenville News-Piedmont*, which owns WFBC.

FRANK E. FELIZ, press and publicity director of KGO, San Francisco, and the BLUE in Northern California, has resigned to join the Office of War Information in San Francisco.

ROGER W. CLIPP, vice-president and general manager of WFIL, Philadelphia, has been named to the luncheon and publicity committees of the Poor Richard Club, Philadelphia advertising fraternity.

CHARLES B. BROWN, New York sales promotion manager of NBC, has returned after two weeks on the West Coast for conferences with network executives.

GEORGE McELHINEY has resigned from the sales staff of KMOX, St. Louis, because of ill health.

MARCEL STEWART has been named sales manager of KOAM, Pittsburg, Kan. Edna Carter has joined the KOAM sales staff.

NELSON POYNTER, owner of WTSP, St. Petersburg, and editor of the *St. Petersburg Times*, now serving as consultant to Hollywood studios on Washington war policies, on Aug. 8 married Henrietta Malkiel, former New York and Hollywood literary agent recently with the New York office of the overseas operations branch of the Office of War Information. Mr. Poynter, formerly with that branch under Robert Sherwood, is attached to OWI's Motion Picture Bureau under Lowell Mellett.

HARRY KELLER, formerly publicity director of Colgate-Palmolive-Peet Co., Jersey City, has become coordinator of public relations for Dogs for Defense, New York, official Army recruiting and training center for dogs for sentry and guard service.

JOHN SHEPARD 3d, president of the Yankee Network, received an official citation from the Commonwealth of Massachusetts July 31 on the occasion of the 20th anniversary of WNAC, Boston.

HARRY G. BRIGHT has taken over as general manager of WGBR, Goldsboro, N. C.

FRANK BALDWIN, former local sales chief, is now commercial manager of WJPR, Greenville, Miss.

GEORGE TAYLOR, JR., formerly account executive of KYA, San Francisco has been appointed program director of KSAN, San Francisco.

TED MORROW has been appointed manager of CKGB, Timmins, Ont., replacing Murray Morrison, who has joined the Canadian Army.

KGFW Trio Serving

THREE more members of KGFW, Kearney, Neb., have joined the armed forces. Les Cox, program director, and Dave Roberts, salesman, have joined the Coast Guard and are stationed in California. Art Kennedy, night announcer, is in the Army. Additions to the staff are: Dick Behrends, night announcer; Doug Smith, newscaster and sports announcer. Leonard R. Brown, adds program directorship to his work as farm editor. Harold Clark handles publicity and continuity besides news announcing.

Tully Joins Navy

FRANCIS W. TULLY Jr., Washington correspondent of Yankee Network, on Aug. 18 reports to the Naval air station at Quonset Pt., R. I., as a lieutenant in the Naval Reserve, aviation volunteer specialist. Tully is secretary of the Radio Correspondents Assn. and was the first out-of-town correspondent in the radio galleries of Congress, assuming his Washington post in 1939.

Weiss in Signal Corps

PHILIP WEISS, president of Philip Weiss Music Co., operators of WSYB, Rutland, Vt., has enlisted as a private in the Army Signal Corps, it was announced last week by the station. WSYB reports that within the last three months four engineers and three announcers have gone into the service.

FLYING OFFICER L. R. BROWN, advertising manager of Canadian National Carbon Co. Ltd. (Eveready batteries), has been posted as a navigation instructor at the Royal Canadian Air Force station at Lochine, Que. D. S. Ross has been appointed acting advertising manager.

NANCY GOODE, Director, KMBC Happy Kitchen

Still STIRRING UP *Sales!*

Many a big-time advertiser is still smacking his lips over the platters of profits cooked up for him in years past by the KMBC Happy Kitchen.

And *today* with meal-planning, food preparation and home-making claiming more and more attention from more and more women—this show is more than ever a GREAT buy for food advertisers.

The KMBC Happy Kitchen is Kansas City's all-time Number 1 participating program...by far the most popular with listeners—most often used by advertisers.

You'll be surprised at how little it costs. Ask us or any Free & Peters man for details.

KMBC OF KANSAS CITY

Free & Peters, Inc. CBS Basic Network

BEHIND the MIKE

MILLARD IRELAND, news editor of WREN, Lawrence, Kan., is adjutant of the Civil Air Patrol's local squadron.

SALLY KELNER, graduate of Mississippi State College for Women, is new announcer on WJPR, Greenville, Miss.

CARLYLE STEVENS, formerly continuity writer of KTUL, Tulsa, and Don Brinkley, formerly writer of WIND, Chicago-Gary, have joined the continuity staff of WGN, Chicago.

JOEL O'BRIEN, formerly assistant to the radio playwright and producer, Norman Corwin, and now directing *Corwin Cycle* on WNYC, New York, and Phoebe Ann Murray, who acted as his assistant on a series on WMCA, New York, were married July 28 at Provincetown, Mass.

DON PRYOR, of the CBS news staff in San Francisco, has been appointed director of news and special events for CBS in that city.

PHIL WOODYAT, formerly of CBS news staff, San Francisco, has joined the Office of War Information in that city.

JIM MOORE, assistant program director of KSFO, San Francisco, recently joined the Army.

MAURICE BURCHELL, announcer of CKY, Winnipeg, recently became the father of a baby daughter, Judith Ann.

JANE TRENT, formerly of WCHS, Charleston, W. Va., has joined WSBA, York, Pa., as operator and news announcer.

CARTER REYNOLDS, announcer of KSO-KRNT, Des Moines, has joined the Army. Tom Dyer of the station's promotion department expects to follow Sept. 1.

ED HINKLE, formerly of WFDF, Flint, has joined the announcing staff of WWJ, Detroit.

BILL STEVENS, formerly of WTOL, Toledo, and WIBC, Indianapolis, is now special events announcer of WCAR, Pontiac. Calhoun Cartwright is the station's news chief; Connie Gilbert, formerly of WBDO, Orlando, and WKMO, Kokomo, Ind., is in charge of women's programs; and Dalton Hille has joined WCAR as announcer-singer.

HUGH BRUNDAGE, Hollywood announcer of the weekly CBS *Junior Miss* program, married Patricia Etone at Santa Barbara, Cal., Aug. 8.

WSGN AND *Alabama*

Synonymous . . . with 667,000 families within its .1 Mv m (d) line; Birmingham station "B," 511,000 families; "C," 361,000.

610 Kc.

BIRMINGHAM

Headley Reed Company, Reps.

BLUE NETWORK and *Mutual*

BOB ARTHUR, new to radio, has joined the announcing staff of KOAM, Pittsburg, Kan. E. Allen Hall, formerly of a Muskogee, Okla., agency, has joined the continuity staff. Dudley Morris, KOAM announcer, on Aug. 7 married Mary Margaret Leighton.

BERT CRAIG and Bill Shackleford will leave WCBI, Columbus, Miss., about Sept. 1 to resume studies at Millsaps College. Sid Clawson, Mississippi State student, will replace Shackleford and John Brinn, newscaster, will absorb Craig's duties.

RONALD DAWSON, production man formerly of WJSV, WOL, Washington, West Virginia Network, and WHBF, Rock Island, Ill., has joined the Army Air Force.

GEORGE ROBERTSON, announcer of CKY, Winnipeg, has joined the Royal Canadian Air Force. Gerry Broadbent, announcer of CKY, has joined the Royal Canadian Navy, and Norm Micklewright, announcer of CKX, Brandon, Man., has been transferred to the same position at CKY.

FRED HAYWARD, announcer of CFRB, Toronto, joined the Royal Canadian Corps of Signals recently.

ALLAN H. MILLER, formerly program director of WTOL, Toledo, and more recently of the WTOL sales staff, has been named program director of WCAR, Pontiac, Mich.

DICK TRIPP, of WHB, Kansas City, and Johnny Ryan, of KTHS, Hot Springs, Ark., have joined announcing staff of KVOO, Tulsa.

TED BURWELL, has become program director of WGBR, Goldsboro, N. C. Bob Nelson, formerly of WOV, WNYC and WBYN, New York, has joined the announcing staff. Don Britt, U of North Carolina student, is summer relief anouncer.

FRED TEMPLE, formerly of WFIL, Philadelphia, has joined the announcing staff of WSUN, St. Petersburg, Fla. Howard Donahoe, program director of WSUN, has resigned.

JOHN BARTLETT, formerly of WGRM, Greenwood, Miss., and WDSU, New Orleans, has joined the announcing staff of WINX, Washington. Barton Fellowes, formerly of WITH, Baltimore, and WABC, New York, is also a new WINX announcer.

HAL SAWYER, announcer of KNX, Hollywood, has resigned to join the OWI radio division and is stationed in San Francisco.

MAC C. MATHESON, formerly traffic manager of KOY, Phoenix, and the Arizona Network, is taking technical radio training at Scott Field Army School.

RUTH MARY MORTON, continuity editor of WBOW, Terre Haute, Ind., has joined the WAAC's at Fort Des Moines, Ia.

WALLY SANDACK, newscaster-announcer of KSL, Salt Lake City, is the father of a baby girl. Mrs. Sandack is the former Jerry Lane, woman's commentator.

WOODIE HATTIC, agriculture director of WWL New Orleans, has been named *Sportstime* reporter on the Falstaff Brewing Corp. 15-minute daily sport show on that station.

BOB KAUFMAN, chief announcer of WISR, Butler, Pa., has enlisted in the Army Air Forces. Another announcer, Dick Koch, will soon leave for the Army. Everett H. Neill, WISR program director, has been named musical director of the Butler Fair.

CHARLIE BUCK, announcer of KDYL, Salt Lake City, is the father of a baby boy born recently.

ED HIGGINS, announcer of WDNC, Durham, N. C., has enlisted in the Army Air Forces.

JOE CRYSDALE, former announcer of CKOC, Hamilton, Ont., has joined the announcing staff of CKCL, Toronto.

Andy Anderson Leaves KTAR To Join Air Force

ANDY ANDERSON, chief technician and chief announcer of KTAR, Phoenix, recently enlisted in the Army Air Force and is currently on duty at Mather Field, Cal. Well-known in Arizona radio, Mr. Anderson built the state's first commercial station KFAD, now KTAR.

Mr. Anderson

With 15 years as a sportsman-pilot he will likely serve as a flying instructor. Harold Haughawout, plant superintendent, will replace him for the duration. With Anderson's enlistment the station now has four men in the service: Marvin Lan, commercial department, is in California training to be a glider instructor; Myron Drake, newscaster, is stationed at Williams Field, Ariz., a member of the personnel staff; Paul Giroux, musical director, is in the recruiting service at Phoenix.

GRACE KINZEL, formerly in BLUE public service, has replaced Alice Lovejoy as a reader in the script division and assistant to Edmond Stevens. Miss Lovejoy, a licensed solo flyer, resigned to join Piper Aircraft as a clearance officer on the flying field.

FORD BOND, NBC staff announcer since 1929, has resigned. He will continue his commercial network programs as a free-lance. For several years, Bond, one of radio's best-known announcers, teamed with the late Graham McNamee in sports announcing.

JOHN FRAZER, announcer of NBC Hollywood, is the father of a girl, Barbara Blanche, born Aug. 9.

BARONESS de POLENZSKE, known as Helena, woman's news commentator who has recently been conducting *Women in the News of the War*, on WBNY, Brooklyn, has resigned from the station. She will continue as a commentator but has not announced future plans.

WARREN H. AUGUSTINE, formerly a display man of Cleveland, has joined the announcing staff of WIBM, Jackson, Mich.

BILL ANSON, announcer of WGN, Chicago, on July 18 married Geraldine Manus, Chicago dancer.

HUGH CHAMBERS, from Tennessee, has joined the announcing staff of WIP, Philadelphia, succeeding Bill Campbell.

CARLTON BECK, staff announcer of KOMA, Oklahoma City, is to join WKBW, Buffalo.

RUSSELL HORGAN and Janet Strugnell have resigned from the accounting department of KYA, San Francisco.

KWKH

CBS-50 KW

The *Selling Power* in the *Buying Market*

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

Meet the LADIES

BETTY ROBERTS

BETTY ROBERTS started her seventh year recently as staff lecturer of WJBK, Detroit, with her schedule book almost solid up to April, 1943. She appears before school, civic and service groups, women's organizations and businessmen's luncheon clubs within a radius of 100 miles of Detroit. Besides campaigning against racial and religious intolerance, she describes the contributions of various foreign-language groups to American civilization, and promotes the work which is being done among these groups to speed their assimilation into the American social structure.

Since September, 1941, when requests for lectures of this type began to make heavy demands upon Miss Roberts' time, she has delivered 134 of them, according to James F. Hopkins, WJBK manager.

Man Bites Bear

RALPH MARVEN, farm commentator of Canadian Broadcasting Corp., Halifax, killed a bear recently while berry-picking near Nicholsville, N. B. Marven, convalescing from a sprained ankle, was carrying a crutch when the bear came through the bushes. Marven rammed his crutch into the bear's mouth, puncturing its windpipe.

Newsrooms Divided

SEPARATE newsrooms have been set up by WRC and WMAL, Washington, with division of NBC and BLUE quarters in the capital's Radio Center. William R. P. Neel, WMAL news editor, has appointed Pete Cousins as assistant news editor. The station is using full AP and UP services. Peter J. Hawkins has joined the WRC news staff under Leif Eid, news editor. He comes from WWDC, Washington, and before that was with WBTM, Danville, Va. WRC is using AP, UP and INS news.

JOAN BISHOP, music expert of *The Quiz Kids* and singer of operatic arias, recently composed an unpublished cowboy song titled "Montana Anna".

A RUG CLEANING JOB BY RADIO

Philadelphia Storage Firm Credits Success Of Department to Air Promotion

SATISFIED that radio has proven itself by far the best medium of advertising—radio producing definite traceable results for his company—George H. Hendricks, manager of the rug cleaning department of Miller North Broad Storage Co., Philadelphia, recently announced the renewal of a daily quarter-hour at 5:45 p.m. on WIP, Philadelphia. The account is handled by Cox & Tanz, Philadelphia.

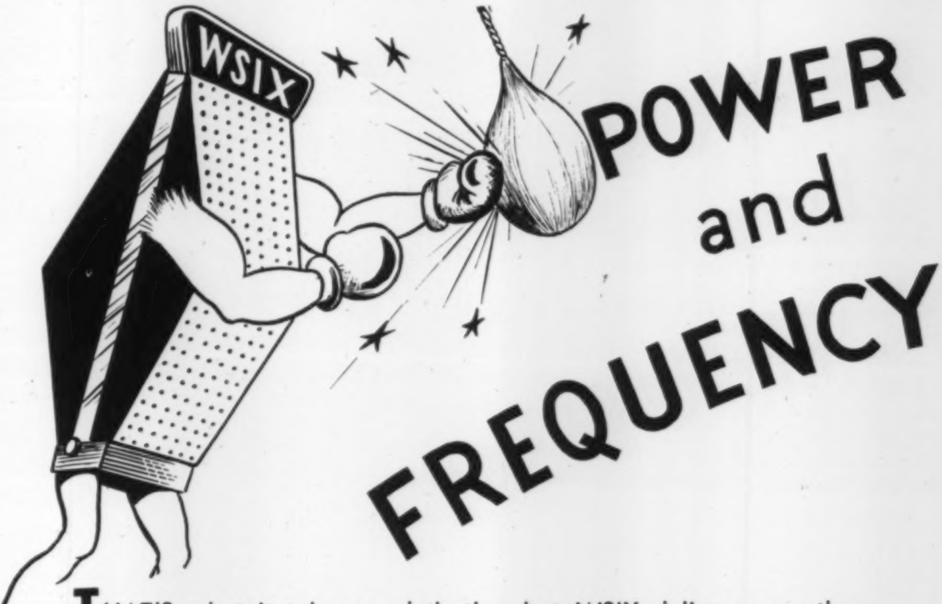
"Miller North Broad is now going into their third consecutive year on WIP, and this media has proved itself by far the best in results over all other types our company has used since the inception of our rug cleaning department in 1933," said Mr. Hendricks.

The company, founded in 1894 by George M. Miller Sr., and now operated by his son, Buell G. Miller, has grown into one of the most modern and largest companies of its kind in Pennsylvania. Rug cleaning is the newest addition to Miller North Broad's various departments, and the radio program is used exclusively for that phase of the firm's activities.

Quite unpretentious when this department was started back in 1933, radio has played a major role in its expansion. The company has enlarged it each succeeding year after it installed its first electric rotary brush, a wringer, and a 21-pole conveyor drying room. When Miller North Broad decided to add radio to their other media, it was confronted with the problem of acquainting the public with the opening of its rebuilt North Broad Street plant. Delay in completion of renovation of this rebuilt warehouse made it impossible to prepare copy for direct mail, car cards, newspaper and other types of media formerly used. It consulted the Cox & Tanz advertising agency, who interested the firm in radio and created *Down Memory Lane*, a musical feature combining the old refrains and modern rhythm compositions.

The results have been gratifying from the start, said Buell G. Miller, president of the firm, "so much so, that now we are practically depending on this medium of advertising, and only use the telephone directory and some direct mail as supplementary media."

JOHN GUEDEL, radio director of Dan B. Miner Co., Los Angeles, has sold an original screenplay, titled "Tornado", to Pine-Thomas Productions.



THAT'S what it takes, and that's what WSIX delivers over the Nashville area.

You cover the rich Nashville market forcefully, clearly and adequately over a station which has long enjoyed a unique spot in local listener preference.

With rates still unchanged from the old 250-watt rate card, this is a "buy" that will greatly lower your advertising cost ratio.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL
ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
BERNAM G. HINES, *Managing Director*

Agencies

JACK WILCHER, appointed last spring as radio executive of Badger, Browning & Hershey, New York, now handles writing and directing for the firm's radio accounts. Previously a freelance director. Wilcher directed NBC shows, including *Fables for Fun*. He started off his radio career as singer-announcer of WHB, Kansas City, and KMOX, St. Louis.

WILLIAM HARTMAN, assistant director of research of Wm. Esty & Co., New York, has joined the Army as a volunteer officer candidate.

T. L. ANDERSON, managing director of Cockfield Brown & Co., Toronto, has been named chairman of the radio section of the Adv. Agencies of Canada, an organization of all Canadian agencies handling Government wartime advertising and publicity campaigns. He succeeds E. W. Reynolds, of E. W. Reynolds & Co., Ltd., Toronto, chairman of the Advertising Agencies of Canada and president of the Canadian Assn. of Adv. Agencies.

PAUL RICKENBACHER. Hollywood talent buyer of J. Walter Thompson Co., has resigned and will announce a new affiliation soon.

LAWRENCE RAYMOND, owner of L. Raymond Co., Los Angeles agency, has discontinued his firm for the duration and in mid-August reported for Navy duty as a lieutenant senior grade.

HELEN F. BOND, former space buyer of Cowan & Dengler, New York agency, has been appointed account executive to succeed H. Hawley Myers who has been commissioned a second lieutenant in the Army Air Force. She will also direct the media department.

AVERAGE MAN'S life in wartime Gotham is described by Sidney Garfield, of Hirshon-Garfield Inc., New York, in a five-weekly series on WJZ, New York, that has aroused keen interest among persons eager for a new slant on life in the metropolis.

LAWTON CAMPBELL, formerly New York radio director of Ruthrauff & Ryan, has been commissioned a major in the Army Quartermaster Corps.

WALTER S. HAYNES, account executive of Kenyon & Eckhardt, New York, has resigned to join the Navy as a lieutenant.

RUBIN & LESSER, New York, have moved to larger quarters at 341 Madison Ave. Telephone is Murray Hill 3-1267.

ALBERT WOODLEY, vice-president of Caples Co., New York, has been elected executive vice-president of the agency.

HOWARD F. BAKER, vice-president of Baker Adv. Agency, Toronto, has been appointed deputy administrator of wholesale trade in the Wartime Prices & Trade Board, Ottawa. R. C. Baker, director and account executive of the same agency, has joined the Royal Canadian Artillery.

WILLIAM JENKINS, president of William Jenkins Adv. Agency, Philadelphia, has been assigned to Army Air Force Intelligence. He reported for duty last week, commissioned a captain, at Miami Beach.

ISABEL COSS, formerly manager of advertising production of the United States Lines and Panama Pacific Line in New York has joined A. E. Nelson Co., San Francisco.

ROBERT LONGENECKER, Hollywood radio director of Myron Selznick Ltd., talent service, and Ruth Hussey, film actress, were married Aug. 9 at Pala, Cal. He is being inducted into the Army next week.

ROBERT McKEAN, production manager, and Hubert F. Townsend, vice-president in charge of the art department of Sherman K. Ellis & Co., New York, are leaving the firm to enter Government Service. Succeeding McKean will be Kennedy Crumrine, assisted by Joseph Cushio.

LESTER SCHROEDER has resigned as radio time buyer of Compton Adv., New York, to join the time buying staff of the Chicago office of Blackett-Sample-Hummert. Schroeder has previously worked in the New York office of B-S-H.

Bates Staff Is Enlarged To Handle New Business

FOLLOWING the recent announcement that Ted Bates Inc., New York, on Sept. 1 would handle advertising for Royal Desserts, Baking Powder, Fleischmann's gin and whiskies, all portions of the Standard Brands account, the agency has announced additions to its personnel.

William Kearns, former vice-president of H. W. Kastor & Sons, New York, will be vice-president at Ted Bates for contact work on Royal products; Leo E. Kirby, formerly of L. H. Hartman Co., New York, will handle contact work on Fleischmann products, and George Roche, of Benton & Bowles, will be in the art department. Also joining Ted Bates last week as a space buyer was William Dekker, formerly with the *New York Herald-Tribune* and previously in the media department of Procter & Gamble Co., Cincinnati.

Agriculture Ad Agency Buys Ithaca Building

AGRICULTURAL Advertising & Research Inc., Ithaca, N. Y., will move into new quarters about Oct. 1, Roy H. Park, president, announced in disclosing purchase of the three-story White Studio Bldg., at 306-08 State St. The building will also provide office for the Agricultural News Service and for the *Cooperative Digest*, a monthly magazine now published in Ithaca, formerly published in Raleigh.

Listed among the clients of the agency is the Cooperative G. L. F. Exchange of Ithaca. Other clients are located from New England to North Carolina. Also, the agency provides a nationwide syndicated advertising service for agricultural accounts. Production manager of the agency is Ralph W. Seymour, former owner of the Houde-Seymour Art Agency, Syracuse, who joined the company in May.

Trautman Named

H. B. (Bud) TRAUTMAN succeeds Virginia Bothwell as radio director of W. Earl Bothwell, Pittsburgh agency. Miss Bothwell has been transferred to consumer research. Formerly continuity director of WWSW, Pittsburgh, and writer-producer of the Horace Heidt Treasure Chest, Mr. Trautman joined the agency several months ago as copy writer and publicity director. The Bothwell agency has also appointed Jean Albright assistant art director, to replace George Platacz who enlisted in the Marine Corps.

Swann Named V.-P.

EDWIN D. SWANN, for several years in charge of the Schenley Distillers account for Lord & Thomas, New York, has been appointed a vice-president.

"*WSOC*—Charlotte's Own Station

—bringing you Tommy Dorsey tonight at 10:30—
That's a station-break—

• • •

WHAT??

• • •

Oh—Just another WSOC showmanship service—and that goes on all day—every break—to build more listeners for every show!—Just another way WSOC keeps 'em listening!

NATIONAL REPRESENTATIVES
HEADLEY-REED CO.
NEW YORK — CHICAGO
DETROIT — ATLANTA
SAN FRANCISCO

1240KC—*WSOC*—NBC Red

WIS
COLUMBIA, S. C.
5000 Watts Day — 5000 Watts Night
560 KC • NBC Red
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Clevenger Named FCC Press Chief

Former BMI Official Gets Gillingham's Position

SELECTING a man with practical newspaper, advertising-agency, public relations and radio experience, the FCC last Tuesday announced the appointment of Russell R. Clevenger, New York, as director of information to fill the vacancy created by the call to active duty in the Chemical Warfare Service of Capt. George O. Gillingham. He will serve during Capt. Gillingham's absence, which is presumably for the duration.

Well known in the broadcasting industry because of his service as public relations director of BMI from 1940 until last March, Mr. Clevenger, is now on leave of absence from Albert Frank-Guenther Law, New York Advertising Agency, of which he is vice-president. Since last March he has been a consulting expert to the Secretary of the Treasury, but has fulfilled that mission.

Wide Experience

Since Capt. Gillingham's call to active service last April, Edgar Jones, former Washington newspaperman, has been acting head of the Information Dept. He becomes assistant to Mr. Clevenger.

Mr. Clevenger was a member of the *New York Times'* staff for five years, and served in Europe for the newspaper. He received his B.A. degree and B.Litt., from Columbia U. He was born in 1899 in Wilmington, O.

Among the firms Mr. Clevenger has advised during the last few years in public relations are Warner Bros.; Texas Corp.; Crucible Steel; Dow Chemical; New Jersey Central; Baltimore & Ohio; Consolidated Edison; National Power & Light; Virginia Public Service; Columbia Gas & Electric; Chase National Bank; Marine Midland Trust Co.; New York Curb Exchange and the Automatic Phonograph Mfrs. Assn.

When BMI was organized for its all-out fight with ASCAP, three years ago, Mr. Clevenger was retained as its public relations director, and established offices in New York. He directed its operations until last March, after peace had been made with ASCAP on radio's terms.

Wickett Promoted

MARTIN DEANE WICKETT, formerly in charge of radio production for Erwin, Wasey & Co., New York, has been appointed assistant radio director of that agency by E. J. Fitzgerald, vice-president in charge of radio. Mr. Wickett in his new post will assume responsibility for operation of the radio department.

"STAMP MAN," an anonymous personality on KVOO, Tulsa, was awarded the Oklahoma Philatelic Society's "Legion of Honor" medal, given annually to the person who contributes most to the hobby.

COMBINING FORCES to recruit 20,000 Army Aviation Cadets in the Chicago area before 1943, Chicago advertising men on the Air Force Sponsors, a civilian committee, are helping to lay out the campaign in which radio will play a large part. Present at this confab are (l to r): Sterling E. Peacock, N. W. Ayer & Son; J. H. Kelly, Roche, Williams & Cunnyngham; John J. Louis of Needham, Louis & Brorby, chairman of the advertising committee; Frank L. Rand, business manager of Air Force Sponsors; Capt. Thomas W. DeMint, Army; Horace O. Wetmore, First National Bank, treasurer; A. H. Gunn, of J. Walter Thompson Co.

Radio Is Declared Aid In Delinquency Problem

RADIO PROGRAMS were cited by Justice Juvenal Marchisio as a means of combating juvenile delinquency, in a judgment on a recent case brought before him in New York City's Domestic Relations Court. *The Goldbergs*, CBS serial sponsored by Procter & Gamble, was given as an example of the type of program to which child offenders should be encouraged to listen "because it has consistently in a very entertaining and attractive program, included lessons of kindness, courtesy, and helpfulness to one's neighbors."

Pointing out that most juvenile court judges recommend books for reading during probation and rehabilitation periods, he stated "so it would be well if they would recommend those radio programs that would convey to the child, albeit he may be unconscious of the fact, lessons of morality and good conduct."

KTAR
KTAR
Now IN ITS 21st YEAR OF CONTINUOUS SERVICE TO GROWING ARIZONA

BEGINNING as Arizona's FIRST licensed broadcasting station KTAR's leadership has been continuous since June 21, 1922. Too numerous to mention are the FIRSTS that have been scored by this pioneer producer of the best in radio. By every comparison it pays to prefer the listeners' choice in Arizona — KTAR, Phoenix.

KTAR PHOENIX ARIZONA

KEY STATION OF THE Arizona BROADCASTING CO. Inc.

Represented Nationally by
Paul H. Raymer Company
New York Chicago Detroit San Francisco Los Angeles

The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix 5000 W - 620 KC
★★KVOA-Tucson 1000 W - 1290 KC
★★KYUM - Yuma 250 W - 1240 KC
★★KGLU-Safford 250 W - 1490 KC
★KCRJ - Jerome 250 W - 1340 KC
★KWJB - Globe 250 W - 1240 KC
★KYCA-Prescott 250 W - 1490 KC
★★ NBC and BLUE Network Stations
★Other ABC Stations

Affiliated with the PHOENIX REPUBLIC and GAZETTE

WFBM
CBS
INDIANA

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C.
RED

MISSISSIPPI MAKES TWO-WAY GAIN!

Business activity throughout Mississippi is approximately 20% ahead of 1941.

Farm income average gain is nearly 100% ahead of 1941.

Invest your advertising dollars with WJDX—dominant radio station in the growing Mississippi market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

Fulton Lewis Guests

GOVERNMENT officials are pinch-hitting for Fulton Lewis jr., MBS news analyst, while he takes a short vacation starting Aug. 17. Scheduled for the first week in the 7 p.m. MBS period are: Paul V. McNutt, Federal Security Administrator, and Chairman, War Manpower Commission; Claude Wickard, Secretary of Agriculture; Leon Henderson, Federal Price Administrator; Sol Bloom, New York Congressman; and Adm. Emory Land, head of the U .S. Maritime Commission. Others to be heard the following week are: Senator Alben W. Barkley (D.), Kentucky; and Donald Nelson, WPB Chairman. Actress Helen Hayes will also appear in the series. No dates have been set for the second week's guests.

WCAE Staff Members Active in Defense Roles

STAFF MEMBERS of WCAE, Pittsburgh, are devoting spare time to a wide variety of defense activities, including study of skilled trades, and of aviation.

Three men are neophite pilots. They are Clif Daniel, program director; Bill Schroeder, sales manager, and Tom Tomb, salesman. In addition, Clif Daniel and Bob Donley, announcer, are studying celestial navigation at Buhl Planetarium, and Daniel is taking a course in aerodynamics at Pitt U.

Those studying skilled trades are Jim Schultz, chief engineer, taking electronics at Pitt; Tom Tomb, taking Pitt's radio course; Bill Schroeder, machine shop training at Allegheny High School; Ray Spencer, announcer, arc welding at Connelly Trade School.

Bill Thieman, continuity writer, is a member of the Pennsylvania Reserve Defense Corps.

Any Bonds Today?

DESIGNATED as an official sales agency for war bonds and stamps, WMCA, New York, is not only using plugs on daily news and commentaries and sportscasts, but has also designated Art Green, of the staff as official bond salesman. All programs on the schedule will be interrupted from time to time for Green's sales messages.

WCKY·UP
NEWS

with
REX DAVIS
THREE TIMES DAILY

Buyers of Time

JOHN F. HIGGINS

BUFFALO'S "fighting-est" advocate of radio is John F. Higgins. If anyone expresses even a suspicion of doubt as to the power of radio advertising, Jack explodes into action with a barrage of facts and figures which leaves the doubter speechless.

As a result, the intensity of Jack's convictions and the sincerity with which he gives voice to them have made radio converts of more than one dyed-in-the-wool newspaper advertiser — much to their profit and delight.

For the last two years, Jack has been devoting his energies to the job of radio director and timebuyer of Baldwin & Strachan Inc., one of Buffalo's principal advertising agencies—so much so, in fact, that many of the more important radio accounts in Western New York, including the largest radio advertiser in that area, are now on the Baldwin & Strachan roster.

Partly because of previous department store experience, and partly because he has originated several new methods of radio advertising treatment, Jack has attracted special attention in the department store field. He recently attended the NAB convention in Cleveland and was the center of much interrogation by a number of men interested in this phase of radio advertising. Along with this department store activity, national spot radio is also being given serious attention.

Before joining Baldwin & Strachan, Jack was commercial representative for several years of WEBR, Buffalo, having "graduated" into radio from a sales promotion position with the B. F. Goodrich Tire & Rubber Co., Buffalo.

Born in Ottawa, Canada, Oct. 7, 1911, he has resided in Buffalo most of his life. He attended the U of Buffalo but did not wait for a degree, leaving school in 1932—his junior year. On Sept. 17, 1938, he married Eleanor Kathleen Norton, of Middletown Springs, Vt. They have one child, a daughter nearly one, named Patricia Kathleen.

His hobbies are badminton and writing, both of which, he says, he does none too well.

UPTON CLOSE HITS CHANDLER ATTACK

NOTING a report in BROADCASTING (Aug. 3) of a speech by Senator Chandler (D-Ky) attacking him for a recent broadcast, Upton Close, NBC West Coast commentator, in a letter last week took exception to Chandler's statement that "it was a pity that we are subject to 'smearing' by commentators who go on the air nightly to advertise a soap, a perfume, or some other such article . . ."

Mr. Close explained that his own statement that Chandler asked $50,000 for an Alaskan inspection trip was based on national news wire reports. "It is the universal custom of editors and radio newsmen to accept such wire service reports at their face value," he wrote. "It would seem to me your report, being made on grounds of accuracy of this report, rather than the comment made about it, should be taken up with the wire services."

Mr. Close added "I have every wish to be fair, and I have the highest respect for the Congress of the United States . . . I do believe and maintain that the proposals of a public official are subject always to comment and criticism. I can hardly believe that a public servant of your experience would differ with this thought."

ARRL Code Textbook

BOOKLET titled *Learning the Radiotelegraph Code* has been published by American Radio Relay League, national association of amateur radio operators to guide students of radiotelegraphy training for war jobs. Written by John Huntoon, acting communications manager of ARRL, the publication treats code as a language with peculiar pronunciation and syllables. Text advises aural approach to the code, also contains material on sending, high speed operation, copying on typewriter.

ANNOUNCEMENTS urging listeners to lower the volume of their radios so defense workers may rest are made on a series inaugurated by WCAE, Pittsburgh.

WALT DISNEY'S
BAMBI
© W.D.P.

Union Technicians Quit WCOV Posts

Station Continues Operating, Calls Demands Exorbitant

TECHNICIANS of WCOV, Montgomery, Ala., who are members of the Radio Broadcast Technicians' Local 1299 of the International Brotherhood of Electrical Workers withdrew from the station's operation Aug. 7, the IBEW announced last week. The union claimed the withdrawal followed failure to reach an agreement with the station's management after more than two months negotiations.

Clifford I. Shelkofsky, business manager for the local union, said a proposed agreement had been submitted to G. W. Covington Jr., business manager of WCOV, last June and negotiations have continued intermittently since that time. The station's original agreement with the union was claimed to have expired July 1 but by mutual agreement the contract was extended to permit negotiations.

Points of Controversy

Main points in the issue, according to the union, are wages and working conditions. The union also claimed that the station's management refused to use services of technicians on remote control broadcasts. Final conferences were attended by Lawson Wimberly and John A. Thompson, IBEW international representatives.

Meanwhile, in a statement to BROADCASTING, Mr. Covington declared the technicians went on strike without giving notice of their intention. The station, however, has been operating a regular schedule, he said. The union said it had technicians available to operate the station in the event of any civilian defense emergency.

Mr. Covington said the station considers some of the union's demands as unreasonable, citing an alleged demand by the union that WCOV carry no programs of stations involved in difficulty with the IBEW. He declared: "I do not believe any group should have the power to dictate what programs should be broadcast by any station or to interfere with a station's operation because of difficulty arising at other stations over which they have no control." He added that he had contacted Joseph E. Miller, NAB director of labor relations, in an effort to negotiate a reasonable agreement.

CONTEST among enlisted Navy men for a name for the MBS Navy variety show featuring Jimmy Dorsey's band, yielded *Navy Bulletin Board* as the winning title. Winner Martin Gersh, first class seaman, was awarded a $100 war bond.

Studio Notes

ARTISTS BUREAU of WOR, New York, supplies an evening's entertainment each week to service men at the American Theatre Wing's Stage Door Canteen. Five different shows, using talent from radio, vaudeville and night clubs are presented during the night. The entertainment is not broadcast.

TWO LITERARY HONORS go to BLUE's *Inner Sanctum Mystery* this year. Sanctum plays are included in *10 Best Dramatic Shows of the Year*, published by Harper & Bros., New York, and in Max Wylie's anthology of the year's outstanding radio dramas.

ENDORSED in a governor's proclamation, KOB, Albuquerque, N. M., on Aug. 3 began broadcasting as a daily feature the Retreat ceremonies at the Albuquerque Air Base.

WPTF, Raleigh, by transcription covered the invasion maneuvers recently staged on the North Carolina coast by the Marines. Ten miles of line were laid by the Marine Signal Corps for the occasion. Airing of the discs was delayed a week by a last-minute censorship order from Washington.

WKRC, Cincinnati, reports that a comparison of the three-month period, April through June, of this year with the same period last year shows an increase of 42.1% in combined local and national spot business.

WREN, Lawrence, Kan., broadcasts *Ft. Leavenworth Salutes*, a weekly program of the post's activities and history, slanted for parents and relatives. Maj. James A. Elliott and John Bondeson of WREN arrange the shows, featuring servicemen, mostly ex-professionals.

CHICAGO AFRA members and the Authors Guild War Committee, radio writers' group, have volunteered talent for Monday broadcasts of *Victory Matinee*, full hour and five-minute afternoon variety program Monday through Friday on WBBM, Chicago, on which War Bonds and Stamps are sold directly to studio audiences.

ALL CHICAGO stations are participating in "Fly For Navy Month", recruiting drive in Chicago during August for aviation cadets. Daily spot announcements are broadcast on each station and WGN and WBBM have started programs from officer procurement and training centers.

CITY-WIDE blackout was described on the air recently by WHIO, Dayton, whose announcers, Kirby Brooks and Lou Emm, broadcast from the tallest building in town. Transcribed and presented after the all-clear, the program included interviews with State and local defense officials concerning the blackout's effectiveness.

INFORMAL interviews with men of the armed services will be featured in a new half-hour series, *Camp Crossroads*, on WSB, Atlanta. Directed by Marcus Bartlett, WSB production manager, the program will consist of six four-minute recorded interviews, made at the Service Men's Center of the Atlanta War Recreation Committee, telling personal experiences and reactions. WSB plans to notify parents of men on the show.

WHEB, Portsmouth, N. H., broadcast the ceremonies at which Ralph A. Bard, Assistant Secretary of the Navy, presented the Portsmouth Navy Yard a Navy "E". Winslow Beeetinson, program director was m.c.

TO HELP REPLACE announcers who are enlisting for war service the Ontario Agricultural College, Guelph, Ont., in cooperation with the Canadian Assn. of Broadcasters, has arranged a short course to teach the fundamentals of microphone technique. For the last three years the English Department of the college has given training in radio broadcasting as a part of the regular course in public speaking.

WGY, Schenectady, and all other GE transmitters were off the air 48 minutes July 29 after an electric storm severed a power line. The interruption was the longest in station history, dwarfing only 53 seconds lost last year.

MARTIAL airs on records provide the bulk of material used for *On the Home Front* broadcast by KGFW, Kearney, Neb. News items about men in service and army jokes are interspersed. In addition Government announcements on salvage, price control and comparable campaigns are used.

WFAS, White Plains, N. Y., marked its tenth anniversary Aug. 11. The station was founded in 1932 by the late Selma Seitz of Yonkers, who originally acquired WCOH, Yonkers, in 1930 and two years later changed it over to White Plains.

WBBM, Chicago, originated a remote broadcast also carried by 26 other Illinois stations at the conclusion of a recent four-day "Salvage Harvest" in Dalavan, Ill., Aug. 8. Prizes were awarded on the program to contributors who brought in quantities of salvage material from the greatest distances and to the contributor of the greatest amount. Farmers in the area who contributed a total of 500 tons of salvage material were interviewed on the program on which the Lt. Gov. Hugh Cross, and Ben Regan, state director of the WPB, also appeared.

Ever Feel the Pull of WDZ's

"DIRECTIONAL PROGRAMMING"

Aimed EXCLUSIVELY at the 70% who work with their Hands

QUICKLY DIRECTLY RESPONSIVE

WDZ

TUSCOLA ILLINOIS

1000 WATTS

Look! 1,609 five dollar orders from 50 quarter-hour programs . . . 1,360 $1 orders from 5 min. daily, 13 weeks . . . many more, ask about them.

Why? Because every WDZ program carries the "magic touch" appeal—directed only to the "salt of the earth folks". For 21 years, they've listened, lived, learned with WDZ.

Try It Now . . . See Things Happen!

Scores of advertisers have tried, marvelled at WDZ's pure "DIRECTIONAL PROGRAMMING". Why not feel this pull yourself, at the low WDZ rates?

JUST ASK

HOWARD H. WILSON CO. - Representatives

New York, Chicago, Kansas City, San Francisco

206,154 Listener Letters During 1941!!

5,000 WATTS

Where It Means a Lot!

●

RIGHT SMACK in the rich "Heart of the Piedmont" of busy industrial North Carolina! The NBC station for WINSTON-SALEM and GREENSBORO and HIGH POINT!

Going to 5,000 watts next month . . . but we're still accepting orders at the old 250 watt rate!

P. S. WE'RE AT 600 ON THE DIAL.

●

WSJS *in Winston-Salem*

Represented by Headley-Reed Company

WHBF

AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet

FULL TIME 1270 K C

THE 5000 WATT

Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WICC, Bridgeport

Wilson Co., Chicago (Mor), 39 *sa*, thru U. S. Adv., Chicago.

Roxy Clothes, New York, 104 *sa*, thru Peck Adv., N. Y.

Clicquot Club, New York (ginger ale), 170 *ta*, thru N. W. Ayer & Son, N. Y.

Foster Milburn, New York (Doan's Pills), *sa*, weekly, 52 weeks, thru Street & Finney, N. Y.

Marlin Blades, New Haven (Marlin Blades), 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

New England Telephone Co., New Haven, 50 *sa*, thru BBDO, N. Y.

John E. Cain, Boston (mayonnaise), 65 *sa*, thru Chamber & Wiswell, Boston.

KFI, Los Angeles

Lyon Van & Storage Co., Los Angeles (transportation), 2 *sa* weekly, thru BBDO, Hollywood.

Manhattan Soap Co., New York, (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Southern California Telephone Co., Los Angeles, 5 *sa*, thru the Mayers Co., Los Angeles.

Loma Linda Food Co., Arlington, Cal. (Ruskets), weekly *sp*, thru Gerth Pacific Adv., Los Angeles.

WFIL, Philadelphia

National Biscuit Co., New York (Milk Bone), 2 *sp* weekly, for 26 weeks, thru McCann-Erickson, N. Y.

Cocilani Inc., New York (cough drops), 4 *sa*, for 52 weeks, thru Al Paul Lefton Co., Philadelphia.

Ridge Auto Sales, Philadelphia, 6 *sa* weekly, for 4 weeks, thru Joseph Lowenthal, Philadelphia.

Studebaker Corp., South Bend, 3 *sp* weekly, for 4 weeks, thru Roche, Williams & Cunnyngham, Chicago.

KECA, Los Angeles

Johnson, Carvell & Murphy, Los Angeles (Kellogg's ant paste), 89 *ta*, thru Elwood J. Robinson Adv., Los Angeles.

Southern California Telephone Co., Los Angeles, 5 *sa*, thru Mayers Co., Los Angeles.

Sealy Mattress Co., Los Angeles, 2 *sp* weekly, thru Alvin Wilder Adv., Los Angeles.

WINS, New York

Stanback Co., Salisbury, N. C. (proprietary), 40 *ta* weekly, 52 weeks, thru Klinger Adv., N. Y.

WCAO, Baltimore

Hauswald Bakery, Baltimore, 6 *sa* weekly, 52 weeks, thru Paul Brown Adv., Baltimore.

Loew's Inc., New York, 7 *sa*, thru Donahue & Coe, N. Y.

Globe Brewing Co., Baltimore, 27 *ne* weekly, 52 weeks, thru Joseph Katz Agency, Baltimore.

Nehi Corp., Baltimore (Royal Crown Cola), 7 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Baltimore Transit Co., Baltimore, 7 *sa* weekly, 13 weeks, thru Van Sant, Dugdale & Co., Baltimore.

Chesapeake & Potomac Telephone Co., Baltimore, 6 *sa* weekly, 52 weeks, direct.

American Industrial Salvage Co., New York, 35 *sa*, thru McCann-Erickson, N. Y.

WJZ, New York

Beechnut Packing Co., Canajoharie, N. Y. (Gum products), 5 *sa* weekly, 15 weeks thru Newell-Emmett Co., N. Y.

N. Y. Telephone Co., New York (service, conservation), 5 *ta* weekly, 4 weeks, thru BBDO, N. Y.

Lever Bros., Cambridge (Rinso), 10 *ta* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.

Adler Shoes, New York (men's shoes) 3 *sa* weekly, 13 weeks, thru Consolidated Adv., N. Y.

WKZO, Grand Rapids-Kalamazoo

Blue Ribbon Books, New York, 12 *t* weekly, thru Northwest Radio Adv., Seattle.

Confections Inc., Chicago (Old Style Popcorn), 40 *ta*, thru Raymond C. Hudson, Chicago.

WINX, Washington

Chesapeake & Potomac Telephone Co., Washington, 156 *sa* thru Henry Kaufman Adv., Washington.

Marlin Firearms Co. New Haven, 156 *sa*, thru Craven & Hedrick, N. Y.

WLIB, Brooklyn

I. J. Fox (furs) New York, 42 *sa* 3 *sp*, 6 weeks, thru Louis Kashak, N. Y.

Roosevelt Raceway, New York (trotting races), 90 *sa*, 13 weeks, direct.

WMAQ, Chicago

Lever Bros., Cambridge (Rinso), 60 *sa*, thru Ruthrauff & Ryan, N. Y.

Chicago Sun, Chicago (newspaper), 39 *sa*, thru Wade Adv. Agency, Chicago.

WJHL, Johnson City, Tenn.

Armour & Co., Chicago (Vegetole), 6 *ta* weekly, thru Lord & Thomas, Chicago.

Faultless Starch Co., Kansas City, 12 *sa* weekly, 300 times, thru Ferry-Hanly Co., Kansas City.

WOR, New York

General Motors Corp., Detroit (institutional), weekly *t* and *sp*, 13 weeks, thru Campbell-Ewald Co., Detroit.

P. W. Minor & Son, Batavia, N. Y. (Treadeasy Shoes), 4 *ta* weekly, 11 weeks, thru Stewart, Hanford & Casler, Rochester, N. Y.

Ludens Inc., Reading, Pa. (Cough Drops), 5 *sa* weekly, 26 weeks, thru J. M. Mathes, N. Y.

Bond Stores, New York (men's clothes), 3 *sp* weekly, 52 weeks, thru Neff-Rogow Inc., N. Y.

Jos. Martinson & Co., New York (coffee), weekly *ne*, 52 weeks, thru Neff-Rogow, N. Y.

Wilbert Products Co., New York (floor wax, shoe cleaner), weekly *sa*, 39 weeks, thru W. I. Tracy & Co., N. Y.

John Opitz Inc., New York (J-O Insecticide), weekly *sa*, 13 weeks, thru W. I. Tracy & Co., N. Y.

McKesson & Robbins, Bridgeport, Conn. (Calox Tooth Powder), 2 *ne* weekly, thru J. D. Tarcher & Co., N. Y.

Quaker Chemical Products Corp., New York (Hygienized Process), 3 *sa* weekly, thru Alvin Gardner Co., N. Y.

KQW, San Francisco

Procter & Gamble Co., Cincinnati (Duz) weekly *ta*, thru Compton Adv., New York.

Peterson Tractor & Equipment Co., Hayward, Cal. (Caterpillar Tractors) 5 *sp* weekly, direct.

United States Enterprises, Los Angeles (first aid kit) 5 *t* weekly, thru Charles H. Mayne, Los Angeles.

Golden State Products Co., San Francisco (Golden V Vitamin milk) 6 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Marlin Firearms Co., New Haven (razor blades) 3 *ta* weekly, thru Craven & Hedrick, N. Y.

Kellogg Co., Battle Creek (All-Bran) 3 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

Acme Brewing Co., San Francisco 6 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.

Sunlite Bakery (bread) 3 *t* weekly, thru W. E. Long Adv., Chicago.

Standard Beverages, San Francisco, (Part-Pak) weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.

WQXR, New York

General Baking Co., New York (Bond Bread), 20 *sa* weekly, 4 weeks, thru Newell-Emmett Co., N. Y.

Brett, Wyckoff, Potter, Hamilton Inc., New York (real estate), 4 *sp* weekly, thru Huber Hoge & Sons, N. Y.

N. Y. Society for Ethical Culture, 2 *sp* weekly, 32 weeks, direct.

Belgian Information Center, New York, *sa* and weekly *t*, 12 weeks, thru Gotham Adv. Co., N. Y.

Perkiomen School, Pennsburg, Pa., *sa*, 4 weeks, direct.

WBRY, Waterbury

Southern New England Telephone Co., New Haven, 13 *t*, 50 *sa*, thru BBDO, N. Y.

WPB Asks Radio To Help Salvage

Stations Can Do Great Service By Cooperating, Nelson Says

IMPORTANCE of radio cooperation in the Junk Salvage Campaign under auspices of the War Production Board is emphasized in a letter from Donald M. Nelson, WPB chairman, to William B. Lewis, chief of the Radio Bureau of the Office of War Information. Mr. Lewis in turn is asking all broadcasters to extend every facility to make the drive a great success in the interests of the war effort.

"I cannot impress upon you too strongly," wrote Mr. Nelson, "the importance of the Junk Salvage campaign which your office has scheduled on the Network Allocation Plan between Aug. 24 and Sept. 6.

Materials Needed

"The whole war production program is at a critical stage. As our production facilities have expanded, our need for raw materials to keep these plants going has been constantly stepped up.

"Today it is imperative that every ounce of scrap iron, copper, brass, zinc, aluminum, lead, rubber, rags, Manila rope and burlap bags be recovered, so that those plants can be kept going at capacity.

"The radio sponsors cooperating with you can do a tremendous service to the Government by urging their listeners to make a conscientious effort to search their homes from cellar to attic for every conceivable kind of junk which might have some value. I am sure you will pass along to them our thoughts on the importance of this drive."

FEDERAL Trade Commission has ordered its case of complaint closed against Erwin, Wasey & Co., San Francisco, for alleged dissemination of false representations in advertising for the Staynor Corp., San Francisco, manufacturers of Minra, a health tonic. A stipulation was entered into by the advertising company to cease the representations and the case was ordered closed without prejudice by the FTC.

KPFA
KGIR
KRBM
Z
NBC AFFILIATES

We cover Montana. Z NET.

New York-Chicago Reps.—The Walker Company

Adv.

The only magic about KXL is—it reaches the bu$y pot!

Reps.—Joseph Hershey McGillvra

Adv.

Radio Advertisers

PARAMOUNT PICTURES, Hollywood, to exploit the film, "Holiday Inn", opening at the Paramount theatres in that city and Los Angeles, in a two-week campaign starting Aug. 19 will use a total of 67 transcribed one and five-minute announcements on 11 stations in that area. List includes KECA KFI KHJ KRKD KMPC KMTR KGFJ KGER KFAC KFVD KFOX. Agency is Buchanan & Co., Los Angeles.

AUSTIN STUDIOS, Los Angeles (portrait photographers), formerly seasonal users of West Coast spot radio, on Aug. 13 started sponsoring a weekly five-minute program, *Hero of the Week*, with Knox Manning as narrator, on seven BLUE California stations (KECA KGO KTKC KFSD KERN KWG KTMS), Thursday, 6:55-7 p.m. (PWT). Contract is for 13 weeks. Agency is Glasser-Gailey & Co., Los Angeles. Mariane Graham is account executive.

FOLEY & Co., Chicago (proprietary), has purchased *Good Will Family Hillbilly Troop*, early morning quarter-hour five time weekly on KWTO, Springfield, Mo., for the promotion of Foley proprietary products Honey and Tar Cough Remedy, Vita-Bilds, vitamin tablets, headache powders and kidney pills. Agency is Lauesen & Salmon, Chicago.

HENRY K. WAMPOLE & Co., Perth, Ont. (medicinal), starts in November dramatized spot announcements three times weekly on 29 Canadian stations. Account was placed by J. J. Gibbons Ltd., Montreal.

ALL ABOUT SPOTS

SEND FOR FREE COPY

SPOT BROADCASTING FOR SALES

JOHN BLAIR & COMPANY
CHICAGO
NEW YORK
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

SIGNING CONTRACT for 600 half-hour programs on KRLD, Dallas, E. W. Hendrix, vice-president of the Skillern Drug Co. completes what is said to be the largest time sale between a chain drug store and a radio station. Looking on (left) are R. C. Marvin, manager of Grant Adv., Dallas agency, and William Roberts, assistant commercial manager of KRLD.

BC REMEDY Co., Durham, N. C. (BC headache powders), has started sponsorship three days weekly of *First Edition News*, five-minute early morning newscast on WBBM, Chicago, for 52 weeks through Harvey-Massengale, Durham, N. C. Lever Bros., Cambridge (Rinso), has started sponsorship of the program on Saturdays. Agency for Rinso is Ruthrauff & Ryan, New York.

ADAM SCHEIDT BREWING Co., Norristown, Pa., started a new radio campaign in Philadelphia for its Valley Forge beer on Aug. 3 on KYW. Marking the largest air contract for the sponsor over a single station, the program calls for a recorded program of popular music nightly. Account was placed through Carter-Thomson Co., Philadelphia.

Consumer Survey

A GREAT market for consumer goods after the war is predicted by the Chamber of Commerce of the United States in first reports of a survey now underway to determine facts on consumer needs, purchasing power, and tastes. The test survey disclosed that the public is acutely conscious of things it would like to buy within six months of the war's end; that most people are not counting on paying cash; that homes, autos, and conveniences are urgently wanted. Chamber President Eric A. Johnston considers the survey part of the organization's share in the war effort. "While the first job of business is to win the war," he said, "we must not overlook the fact that when peace comes, we shall have to turn to the everyday task of supplying the nation's accumulated wants."

Vimms Spots

SUBSTANTIALLY increasing its current spot campaign for Vimms, vitamin mineral tablet, Lever Bros. Co., Cambridge, early in September will launch a special campaign offering a regular size package of Vimms to each purchaser of the large-size package. Radio will be the major medium used and preliminary estimates show that some 2,500 messages a week will be used. The station list is not yet complete, although it will be nationwide. Agency is BBDO, New York.

FOR MacARTHUR SHIFT

Defense Workers Hear 2-Hour Variety at Benches

AN UNUSUAL two-hour sponsored show was unfolded beginning at midnight, Saturday, Aug. 8, when the Cincinnati Ball Crank Co. presented, via WSAI, a musical *Salute to Victory*, interspersed with headlines and sportscasts.

Arrangements were made to pipe the program into the defense plant so "the MacArthur Shift" could hear this presentation, which concluded at 2 a.m. with the recorded theme, "Arms For The Love of America".

This radio presentation is scheduled for regular Saturday night midnight broadcast via WSAI for an indefinite period.

The entire production is under the supervision of Perry-Brown Inc., Cincinnati agency, handling the account.

P & G-Michelson Deal

PROCTER & GAMBLE Co., Cincinnati, currently airing the serial *Painted Dreams* on two Chicago outlets for American Family Soap, has granted Charles Michelson, New York transcription firm, permission to transcribe the series and sell it for local sponsorship in non-competing territory. This is believed to be the first time that P & G has allowed such an arrangement for one of its programs.

"LIKE THIS HERE CONTRAPTION, YOU WON'T GIT NOWHERE TRYIN' TO COVER THE RED RIVER VALLEY WITH 'OUTSIDE' STATIONS! WDAY, AT FARGO, IS THE ONLY STATION THAT DOES A JOB!"

WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Purely PROGRAMS

AN IDEA that can be emulated by other stations during the coming football season is *Pressbox Quarterback*, to be sponsored on KTSM, El Paso, by Eastern Silk Mills. On each weekly program the star player of the preceding week-end's high school and college games appears as "The Player of the Week". Merchandising tie-in is a voting contest for "The Player of the Year" with listeners being invited to cast their votes at the sponsor's store. Ten votes are allowed for each fifty cent purchase and a $25 merchandise order will be given the winning player.

* * *

Soldier Sports Quiz

SPORTS QUIZ for soldiers is conducted in nearby Army camps by Jack Starr, sports editor of KXOK, St. Louis. Griesedieck Brothers Brewery, sponsor of the program, awards a trophy to the soldier-contestant making the highest score. KXOK is now completing arrangements to furnish running scores and sports results to the USO Center at the Municipal Auditorium by means of a scoreboard erected in the "Sports Den" of the Center.

* * *

Feminine Appeal

SOLID hour and a half block of programs on WSBA, York, Pa., has been entitled *Don't Listen Men* and is to be dedicated strictly to women broadcasts. They include a feminine news commentary, a shopping program, a physical fitness broadcast, Hollywood column, nutrition aid program, a quiz and music with a feminine appeal.

Navy Air Cadets

NAVY AIR Cadet recruiting in Chicago is the subject of a twice-weekly quarter-hour from Naval Officer Procurement offices over WBBM, Chicago, presenting interviews of applicants and officers and a Cadet's activities during examination and induction. *Navy of the Sky*, weekly half-hour on WGN from the Glenview, Ill., Air Base, consists of dramatized true stories of the experiences of Navy Air Cadets, and interviews of the Cadets and instructors.

* * *

Pic and Pat Back

A COMEDY SHOW, built around timely topics of the day, such as "Cooking Advice for Husbands of Defense Workers", makes its debut on BLUE this week. Pic Malone and Pat Padgett, comedians, are featured in the show, which bears the title *Molasses 'n' January, Advisors to the Home Front*. It's a five-minute, five-weekly series.

* * *

Peterborough Tourists

AMERICAN TOURISTS chosen at random on the street are being invited to come to the studios of CHEX, Peterborough, Ont., and take part in the new interview program *Hands Across the Border*.

Word Quiz

WORDS appearing in the daily press and magazine and heard on the radio are submitted by listeners to *Words in the News* of KOMA, Oklahoma City. The words are then submitted to a studio audience for definition with prizes being awarded both the sender of the word and those participating in the quiz.

* * *

Servicemen's Mothers

INTERVIEWS with mothers of servicemen are featured on *Mothers of America*, new program on WHEB, Portsmouth, N. H. Conducted by Lee Spencer, home economist, the broadcasts take place in USO studios downtown.

* * *

Roll of Honor

KLZ, Denver, reads names of local men who enlisted in various armed services the previous day on *Call to the Colors* a daily feature designed as a morale builder. Patriotic marches accompany the roll call.

The Other Fellow's Viewpoint

Disc to Kodiak

EDITOR, BROADCASTING:

In response to your plea in BROADCASTING in behalf of Station KODK, Kodiak, Alaska, we dedicated one of our half-hour commercial shows to KODK and made a transcription which we have shipped to Major Adams.

In the middle of the transcription, Mr. Edward Atkinson, advertising manager of the O. J. Morrison Department Store, sponsors of *The Hymn Time* program, presented a message in which he extended greetings to the folks up in Alaska.

HOWARD L. CHERNOFF
Managing Director
West Virginia Network

Aug. 7, 1942

Transradio Asks Study

A MOTION for a study of the Press-Private Line Teletypewriter Service of AT&T was made at hearings Aug. 5-6 to be based on investigation of the service which has been going on for some time. Motion was made by Transradio Press Service, furnishing a great many stations with its newscast material, through its counsel, W. Theodore Pierson, Washington attorney. The motion was denied by FCC examiner, Robert Irwin. Transradio Press has contested AT&T rates for its service, claiming them in excess of those paid by the various wire press associations.

ANDREW J. STEIGER, assistant news editor of the CBS shortwave listening post, and authority on Russia, is co-author with Raymond A. Davies, Canadian correspondent, of a book to be published shortly under the title *Soviet Asia*.

ter-Aircraft Bouts
M JEFFRIES BARN
Broadcast on
KFWB
URSDAY NIGHTS 9 & 9:30
BLATZ BREWING CO.

PRELIMINARIES precede the main event as these officials confer on last-minute details of the weekly half-hour broadcast of inter-aircraft plants amateur boxing bouts, sponsored by Blatz Brewing Co. (beer), on KFWB, Hollywood. Ring-siders are, Lou Sterling, manager and account executive of Lou Sterling & Associates, North Hollywood agency servicing the beer account (left) and Neil Reagan, KFWB fights announcer.

THE ACT WENT ON

Amateur Nonplussed When His Audience Runs Out

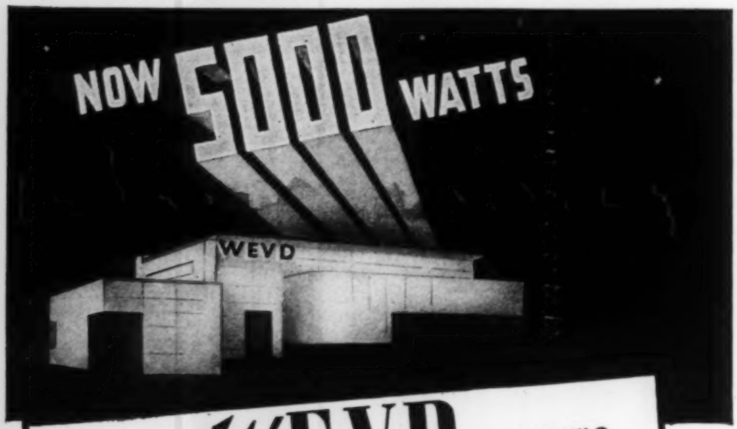
IN THE MIDST of the Turner Field *Melody Mainliner*, weekly half-hour variety program broadcast by WALB, Albany, Ga., an alert was sounded. Since the program is broadcast from the Army reservation, before an audience of soldiers, the situation called for immediate action.

Lt. Starr Smith, post public relations officer, and producer of the program, quickly consulted Pvt. Matthew Huttner, m.c., and the latter informed the soldier audience so that they might assume their special duty assignments. Only the few civilians in the audience remained.

Chief sufferer from the unexpected blackout was Pvt. Fred Gutwilling who was scheduled to make his radio debut in a brief comedy spot. As it was his turn to take the mike most of the audience were leaving, but he went through his share of the script without fluff.

DIRECT RADIO telegraph service between the U. S. and Bermuda was started last week by RCA Communications. In the past, telegraph service with Bermuda was operated by wire and cable via Canada.

SZATH-MYRI records for LANG-WORTH



5000 WATTS WEVD 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

W·E·V·D 117-119 West 46th St., New York

RADIO'S VITAL STATISTICS

TIME BUYER: How many radio homes in Wayne County, Michigan.

ANSWER: Consult your RADIO CENSUS SUPPLEMENT.

SPONSOR: Quick-gimme the percentage of rural radio homes in California.

ANSWER: It only takes a second to look in the RADIO CENSUS SUPPLEMENT.

ACCOUNT EXECUTIVE: D--- ! I can't lay my hands on the official census of retail sales for Winston County, Alabama.

ANSWER: Don't you know the RADIO CENSUS SUPPLEMENT tells all?

ADVERTISING MANAGER: Bet there are droves of retail establishments in Washington, D. C.

ANSWER: The RADIO CENSUS SUPPLEMENT shows how many.

ANYBODY: I need an up-to-date standard broadcast station log.

ANSWER: Then the RADIO CENSUS SUPPLEMENT is the book for you.

RADIO CENSUS SUPPLEMENT

To be published soon by

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

National Press Bldg.
Washington, D. C.

A few choice advertising spots still open. Copy deadline August 22. Phone or wire—collect!

RADIO TRAINING AT CAMP CROWDER

COURSES to qualify servicemen as radio operators, radio repairmen, telephone installers, linemen and maintenance men will be given at the Midwestern Signal Corps School at Camp Crowder, Missouri, formal dedication of which was observed last Tuesday.

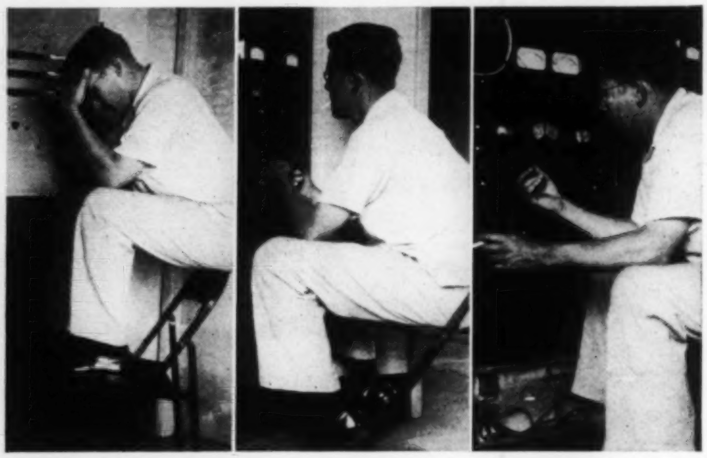
Until recently the only school for advanced training in Signal Corps communications methods was that of the Signal Corps Center at Fort Monmouth, N. J. This school was renamed the Eastern Signal Corps School coincident with the opening of the Midwestern school.

The Army announced that in addition to a nucleus of commissioned and non-commissioned officers on the faculty of the new school, civilian teachers of radio and electrical fundamentals as well as communications specialists will act as instructors. This is in line with the Army's policy of releasing, wherever possible, military personnel for service in maintaining the Army's communications and warning systems in the field.

WSYB's New Transmitter

WSYB, Mutual and Yankee outlet at Rutland, Vt., is now operating on its new power and frequency, after installing Collins transmitter equipment and two Wincharger towers. Formerly with 250 watts power, the station was authorized by the FCC to use 1,000 watts on 1380 kc. A dedicatory program is planned, with state and local officials participating.

WOES OF AN ENGINEER



HERE'S A PICTURE STORY that is seldom told in print. The whole thing centers around what an antenna engineer would say to himself during the adjustment of a directional antenna for a broadcast station. First, we introduce the subject—Frank T. Mitchell Jr., a native Washingtonian and one of Jansky & Bailey's engineers. The pictures were taken on the job by George M. Lohnes, another Jansky & Bailey engineer, and they tell the story of what Frank is saying to himself.

On the left, Frank is sitting on the back of a chair in front of the cabinet housing the power-dividing and phase-shifting networks and cogitating something like this: "Let's see now, the center tower is leading too much in phase, so, if I make the center tower lag a little bit that will make the south tower lead more and the north one lag less. Just what I want! OK, I'll add a little inductance, etc. etc."

He Dood It

Well, Frank does it. The center picture shows him at the phase monitor, amazed at what he just did. Frank is muttering to himself: "I made the center tower lag a little bit more. Or, that's what I tried to do but the phase went the wrong way. Now the ratios are wrong! What the hell! I don't get it!"

The last picture shows what more than one engineer has done under similar conditions. Frank turns to a receiver in the station rack and says: "Aw, to hell with it, let's get some music."

If anyone ever writes a book on how to adjust a directional antenna, something like this should be included in the text. At least a chapter should be narrated on what to do under certain conditions and then what to do next to correct what was just done!

IBEW in Los Angeles Seeks Boost in Wages

SEEKING a wage scale for technicians equivalent to that of journeymen electricians, Broadcast Division of IBEW, Los Angeles Local 40, on Aug. 7 unanimously voted to take strike action if necessary to force KFWB, Hollywood, and other Southern California stations whose agreements are up for renewal, to meet union demand.

With pay increases varying from 10 to 25%, Don Lee Broadcasting System, Hollywood, in early August signed a IBEW renewal contract covering engineers and technicians of KHJ KFRC KGB KDB. Retroactive to June 1, no changes were made in other terms of the contract. It already provides for working conditions agreeable to all concerned, according to W. A. Kelly, IBEW representative.

Radio Receiver Exports To South America Rise

RADIO receiving sets are being exported to South America at a rate which should bring such shipments up to more than 300,000 units this year, it was indicated last week by the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee). This number of sets would be approximately 10% of those manufactured since January of this year and up to April 22, date on which the WPB conversion order on set manufacturing became effective, with some exceptions.

The CIAA previously pointed out need for providing the Latin American countries with sufficient shortwave sets to receive goodwill programs from the United States in addition to longwave sets to receive rebroadcast programs over South American outlets. Approximately 395,000 sets were shipped to South America in 1941, representing about 3% of U. S. output.

Crosley Earnings

NET PROFIT of Crosley Corp. and subsidiaries, including WLW-WSAI and all other broadcast operations, amounted to $381,081 for the first six months of 1942, the company announced in Cincinnati last week. This was equal to 70 cents a share after provisions for all charges and taxes. Net profit for the same period of 1941 was $798,634, equal to $1.46 per share.

HOW TO MAKE
FRIENDS . . .

So yours is a war industry now!

But what about your peacetime product? Must it be forgotten and friendless?

On the contrary—now is your chance to make *new* friends for your product as well as keeping the old ones.

Radio is the answer. Radio brings relaxation—information—entertainment to millions of people.

As sponsor, you are doing them a service.

Be their friend now . . . they will be your friends later!

CFRB
TORONTO
860 KILOCYCLES

WDOD
CHATTANOOGA, TENNESSEE
5,000 WATTS NIGHT and DAY
REPRESENTATIVE: PAUL H. RAYMER C

Hanson Is Killed In Airplane Crash

COM. MALCOLM F. HANSON, 47, noted radio engineer, who headed the communications staff of the Byrd South Pole expedition in 1928-30, was killed last week in an airplane accident, presumably in Alaska, the Navy Dept. has notified his family in Washington. Details of the crash were not given.

Com. Hanson from 1930 to 1937 was in charge of the radio test laboratory at the Naval Air Station in Anacostia, adjoining Washington. In 1939 he was connected with the Washington Institute of Technology studying instrument landing, and before being sent abroad he served in the Navy Bureau of Aeronautics.

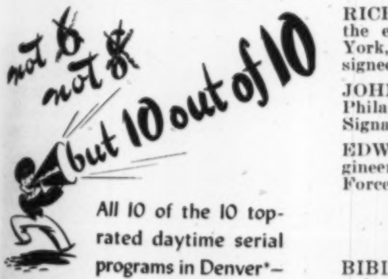
Widely known among the radio engineering fraternity, who awarded him the gold medal of the Veteran Wireless Operators Assn. for his services with Byrd, Hanson was born of American parents in Berlin, Germany, Oct. 19, 1894. He left the U of Wisconsin in 1917 to join the merchant marine. After two years on ships, he returned to the university and built its broadcasting station, WHA. He is survived by his wife and five children.

Barron Staff Changes

JOHN BARRON, Washington consulting radio engineer, last week announced that Lloyd Maxwell Bond, one of his associates, has been commissioned an ensign in the Naval Reserve and is now in training at Dartmouth College. Stanley Ray, of Alliance, O., has joined Mr. Barron's staff, which was further depleted by the resignation of John W. Miller, engineer, who has joined the Navy Dept. in a civilian capacity. Mrs. Betty B. Gilland, formerly of KOA, Denver, and the Red Levy Adv. Agency, Denver, is now Mr. Barron's secretary.

Columbia U Radio Course

TO TRAIN persons who have a background in radio and circuit fundamentals in the theory dealing with latest techniques used in ultra-high-frequency practice, Columbia U is offering two intensive tuition-free courses starting in mid-August, "subject to the approval of the U. S. Office of Education." College seniors majoring in electrical engineering or physics and anyone with an electrical engineering degree or equivalent is eligible.



All 10 of the 10 top-rated daytime serial programs in Denver*—on KOA! More listeners cost less on KOA.

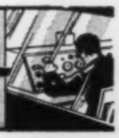
KOA
50,000 WATTS

*Source: Hooper Survey

FIRST
IN DENVER

Represented Nationally by NBC Spot Sales Offices

in the CONTROL ROOM



REX BETTIS, transmitter engineer of KFI-KECA, Los Angeles, has joined the Army Signal Corps. Bettis, with Raymond M. Moore and John Hidy, also engineers of those stations, recently invented a frequency-operated device for blacking out street lights during emergencies [BROADCASTING, May 11].

GIL DOUD, sound effects engineer of KHJ, Hollywood, has resigned to become a welder in an airplane production unit. Bill Parmalee, head of the station's script department, has taken over Doud's former duties.

CLIFF MILLER, formerly of KTUC, Tucson, has joined the technical staff of KOMO-KJR, Seattle.

DAN TRUEBLOOD is now chief engineer on WGBR, Goldsboro, N. C.

RALPH MOODY, studio engineer of WREN, Lawrence, Kan., has joined the Army Air Force. Corp. Harry Fincher, former WREN transmitter engineer, is radio instructor in the Army Signal Corps stationed at Camp Crowder, Mo.

F. H. WADSWORTH, engineer of CBC, Montreal, has arrived back in Canada after 18 months in Great Britain with the CBC Overseas Unit. His place in Britain was taken by Alec MacDonald of the CBC Toronto engineering staff.

JOHN MALAN POWELL, control operator of KSL, Salt Lake City, has joined the Army Signal Corps.

WILLIAM GOULD, sound effects engineer of CBS, Hollywood, is the father of a girl, born Aug. 5.

DONALD CROSS has joined the control room staff of KOAM, Pittsburg, Kan.

RAY FAUST, former Mississippi State student, and Vernon Robertson of Columbus, Miss., have joined the emergency engineering staff of WCBI, Columbus.

PETER BURGESS has joined the operating staff of CKY, Winnipeg, coming from the technical department of the Manitoba Telephone System, which owns and operates the station.

BILL WHITE, operator of CFRB, Toronto, has joined the Royal Canadian Air Force as an air crew trainee. Jim Cooper, formerly operator of CFRB, is now a pilot officer in the RCAF.

GORDON FRASER, engineer of CFRB, Toronto, has joined the engineering staff of the National Film Board, Ottawa.

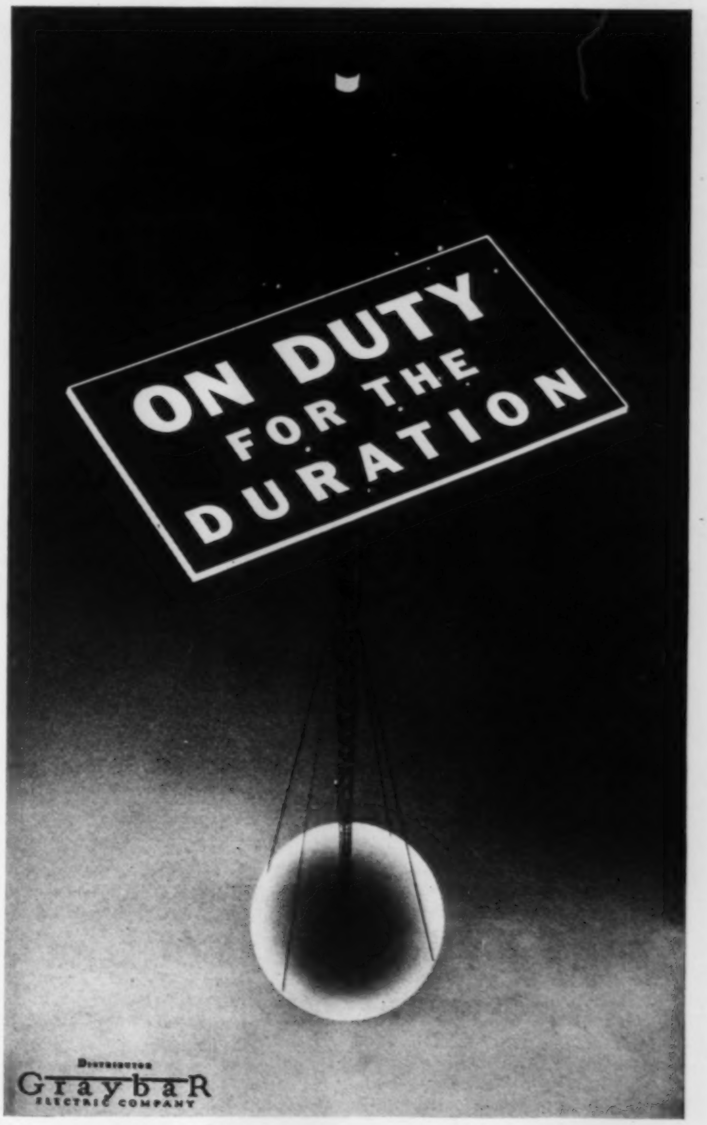
RICHARD PORTER, Jr., has joined the engineering staff of WOR, New York, replacing Gene Posey, who resigned to enter military service.

JOHN HEAKE, engineer of WIP, Philadelphia, has left to join the Army Signal Corps.

EDWIN LAKER, formerly CBS engineer, has joined the Army Air Force as a first lieutenant.

FM Bibliography

BIBLIOGRAPHY covering 593 articles on ultra-high frequency and associate subjects as found in the leading physics, engineering and electronic publications, has been compiled by Elizabeth Kelsey, engineering correlator of Zenith Radio Corp., Chicago. Included also is a comprehensive list of foreign publications. Copies may be procured on request to Miss Kelsey at Zenith, 360 No. Michigan Ave.



The American broadcasting industry contributes to America's strength by keeping the people informed, by increasing public morale, by promoting national unity. It is a heartwarming fact to every member of the Blaw-Knox organization that more than 70% of the towers in the nation are Blaw-Knox built.

BLAW-KNOX DIVISION of Blaw-Knox Co.

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS

NO DELAYS

NEW "AUTOMATIC"* POSTAL WIRES GET THERE FASTER

• Costly telegraph delays are out! POSTAL "Automatic" is in! Amazing machines—only recently perfected by POSTAL TELEGRAPH engineers — now flash messages to any part of the country at record-breaking speed — and with incredible accuracy. These "Automatic" machines are POSTAL's—*exclusively*. Messages sent "Automatic" cost you not one penny more. So—

Try this NEW SUPER-SPEED SERVICE today!

CALL Postal Telegraph

For your convenience, charges for telegrams telephoned-in appear on your telephone bill

For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the station that consistently produces for the most advertisers. WFBL carries 35.6% more sponsored time than any other Syracuse station. Join the more than 100 advertisers who know how to get the most out of their Central New York radio dollar. Use . . . .

WFBL
SYRACUSE, N. Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*

Merchandising & Promotion

Title Contest—Druggist Bulletin—Annual Outing—Dealer Booklet—Shell Game

A TITLE contest will be conducted for a six-weekly NBC show starting Aug. 17, starring Garry Moore, comedian-m.c. of *Club Matinee* and *Fitch Bandwagon*. Each station is to conduct its own title contest. Winning names for the show will be forwarded to New York, where the grand prize winner will be chosen, and will receive a $500 War Bond. The program has been selected as the ideal early morning program for the busy housewife, and offers orchestra and vocal music, with Howard Petrie as announcer.

* * *

Dealer Bulletins

TO ESTABLISH closer relations with dealers, WOWO, Fort Wayne, is mailing *Drug Hi-Lites*, a weekly bulletin, to 80 Fort Wayne druggists. Containing short items clipped from trade magazines, the paper is edited by Bill Malone, station merchandising dept.

* * *

Studio Plugs

TO FURTHER PROMOTE its Oakland studios, KQW, San Francisco, is presenting the *Tabor Newsreel* every Friday night; a broadcast by Noyes McKay, *Sky Views;* and trailers in 22 Fox West Coast Theatres in the bay area.

Popularity Bonds

AN ALL-STAR half-hour broadcast, featuring topnotcher's of the WLW personnel, opened the two-week *Votes for Victory* radio war bond sales drive in Cincinnati. Feeling that each radio personality has an individual following, the management of WLW has divided the talent staff into six teams, and will have members appeal individually for listeners to buy bonds. Listeners will then vote for their favorite star by mailing orders for bonds to the station, and mentioning the WLW staff member who should be credited with the sale.

* * *

Band-aid Stickers

TO draw immediate attention to its brochure on a spot campaign for Johnson & Johnson first aid products, KSTP, Minneapolis-St. Paul, sealed the folding mailing piece with a "band-aid" instead of the usual sticker or pre-cancelled stamp. The brochure, which was mailed to all druggists in the Northwest, called attention to KSTP's coverage and urged retailers to give prominent display to Johnson & Johnson products.

* * *

Promoted Locally

KWK, St. Louis, is promoting locally, exploiting talent through a series of colorful newspaper ads. "Come on friends and join us," reads one advertisement built around May Kennedy McCord, new KWK personality. On black background, the copy presents intimate and historic insets typical of the material she features on her programs.

* * *

Kiddie Picnic

AT ITS annual *Kiddie Hour* picnic in Myrick Park, WKBH, La-Crosse, Wis., reported an attendance of 1800 children from La Crosse and 15 surrounding towns. The picnic as well as the daily children's amateur hour is sponsored by Erickson Bakery of LaCrosse, user of WKBH for the past 15 years.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

OUR RATE POLICY
As a national advertiser, your rate is no higher than that paid by the many local accounts who use this station consistently and profitably. It's one rate to everybody—a bargain for all! WDRC, Hartford, Basic CBS for Connecticut.

KTUC BOND WAGON

GENUINE prairie schooner of KTUC, Tucson, serves as a War Bond wagon from which an average of $1,000 a day in bonds and stamps is sold. Ralph Bilby, president of KTUC is the salesman as the Little Colonel, Glenn deS. Snyder, manager of WLS, Chicago, and vice-president of KTUC exchanges cash for a bond.

* * *

Shadow Plugs

TO PROMOTE *The Shadow*, transcribed series placed on WQAM, Miami, by Bell Bread Co., local baker, for one year, the sponsor has launched an extensive campaign which includes bumper strips on taxicabs; posters on Bell delivery trucks, 65 newsstands and 15 news trucks; and 15 chapters of the motion picture serial "The Shadow" in eight local theatres. Newspaper advertisements are being used, as well as five-daily spot announcements on WQAM featuring the famous "Shadow" laugh.

* * *

Coast Listener Figures

SUPPLEMENTING its program *Bob Garred Reporting* on six CBS Pacific stations, Mennen Co., Newark (shaving cream) is distributing a dealer promotion booklet giving the number of radio listeners in West Coast areas and their drug buying habits. The book is published by Russel M. Seeds Co., Chicago agency.

* * *

Tulsa's Shell Game

UNIQUE mailing piece of KVOO, Tulsa, uses the old shell game to pose the question "Where is Oklahoma's No. 1 market?". Printed on paper flaps are the three walnut shells with the answers "bad guess", "try again" and "Tulsa" (the correct answer) under each shell.

CBS Latin Service

LINKING the CBS Network of the Americas in 20 Latin American republics with its domestic hookup, CBS will present special variety programs featuring musicians of southern countries Aug. 21 and Sept. 4. Programs will be shortwaved via WCBX, WCRC and WCDA, with announcements in Spanish on the first broadcast, in Portuguese on the second, and English cut-ins on both.

TALKING SHOP between rehearsals of the weekly NBC *Uncle Sam Presents*, Government endorsed program originating from West Coast Air Force Training Center, Santa Ana (Cal.), are Dave Elton, Hollywood producer of NBC and three erstwhile associates. Mike veterans in khaki on the half hour camp talent show are (l to r): Corp. Ben Gage, formerly announcer on the NBC *Bob Hope Show*, sponsored by Pepsodent Co., Capt. Melville Ruick, formerly announcer on the CBS *Lux Theatre*, sponsored by Lever Bros. Co. (Lux soap); Pvt. Hal Gibney, former announcer of BLUE *Jimmy Fidler*, sponsored by Carter Products.

PEABODY ADVISORS TO MEET AUG. 20

RESENTMENT last year over the Peabody Radio Awards which saw most of the citations going to networks, is hoped to be offset by a meeting Aug. 20 of NAB representatives and Peabody Advisory Committee members. Attending will be Edward Weeks, editor of the *Atlantic Monthly*, and John E. Drewry, Dean of the Henry W. Grady School of Journalism of Georgia U, for the Peabody committee; Neville Miller, C. E. Arney Jr. and Joseph L. Miller for the NAB.

The conference is hoped to result in a satisfactory basis for making the awards, it was said, and some additional appointments to the Peabody committee will be considered.

The resentment last year arose when the Peabody Advisory Committee made awards on the basis of program merit rather than on merits of "public service of stations" which was declared the original intent of the awards. This aroused ire of both the NAB and stations which had submitted material on station activity for consideration by the Peabody Committee.

Pierce's Plans

PIERCE'S PROPRIETARIES, Buffalo, a consistent advertiser for almost 75 years, through its newly-appointed agency, Duane Jones Inc., New York, will launch an extensive radio schedule for Dr. Pierce's Golden Medical Remedy and Dr. Pierce's Favorite Prescription. Firm has used spot announcements nationally for several years. Details of the new plans have not yet been announced by Duane Jones, whose appointment is effective Oct. 1.

Helen Bond's New Duties

HELEN F. BOND, space, time and talent buyer, and radio director of Cowan & Dengler, New York, has been appointed to handle new business in addition to her other duties, succeeding H. Hawley Myers, who has joined the Army Air Corps as a second lieutenant.

Laemmar In Navy

ANNOUNCEMENT that Jack Laemmar, timebuyer of Lord & Thomas, Chicago, has joined the Navy as a lieutenant (j. g.), was made last week. Lt. Laemmar starts training Aug. 17 at Quonset Pt., R. I. His duties during his absence will be handled by Gertrude Lampert, assistant timebuyer at Lord & Thomas. Mr. Laemmar has been prominent in the agency field for many years.

Lt. Laemmar

Pabst Pro Grid Plans

PABST SALES Co., Chicago (Pabst Beers) is completing negotiations for sponsorship this fall of football games of seven teams of the National Professional Football League) in Brooklyn on WOR, Washington on WOL, and Pittsburgh, Philadelphia, Cleveland, Detroit and Chicago. Station schedules are to be completed Aug. 19 when all contracts will be turned in, according to the Pabst Company. Agency is Lord & Thomas, Chicago.

DISC BAN WAIVER UP TO PETRILLO

JAMES C. PETRILLO, AFM president has been in Chicago during the past week conferring with counsels Joseph A. Padway and David Katz. Petrillo has kept himself incommunicado.

BROADCASTING submitted to Mr. Petrillo a list of written questions on actual operations under the AFM ban. These questions he refused to answer with the comment "they were too controversial".

Mr. Katz, personal attorney for Mr. Petrillo, stated that each application for clearance by transcription companies was being considered individually and that the companies should not go to the locals but should submit their applications in writing directly to the organization in New York.

Questionnaire

(*Continued from page 15*)

to programming operations involving music, the station is asked to supply certain financial data covering the year 1941. This deals with net time sales, plus other broadcast revenue, expenses for the year, net broadcast income before payment of taxes and net income or loss after taxes.

Stations are asked to specify the number of hours devoted to network commercial and non-network commercial programs for the April week surveyed. Also covered are network sustaining and non-network sustaining for the same period along with the total number of hours which the station was on the air during the week.

In infinite detail, the questionnaire covers hours during the typical week devoted to commercial programs, both network and non-network, in which transcriptions formed the entire program, an integral part of the program or an incidental part of the program. Similar data is requested for sustaining programs over the same period.

Then the questionnaire seeks information on hours devoted both to commercial and sustaining programs, network and non-network, in which electrical transcriptions were used. It requests a breakdown on the degree to which such recorded music was used. Similar information is sought on use of music recorded on phonograph records or on transcriptions.

Asking data relating to electrically transcribed spot announcements, the questionnaire seeks the number broadcast during the typical week and the total revenue received. Stations are asked to estimate what percentage of the station's total broadcast revenue for 1941 was derived from commercial programs in which music was recorded on phonograph records or on electrical transcriptions. This is broken down into programs where music constituted the entire rendition, where it was an integral part of the program and finally, where it constituted an incidental part.

Data on the number of transcription library services to which the station subscribes, and the amounts spent for phonograph records and for transcriptions, including library services during 1941, is solicited.

Live Music Data

In its questions dealing with professional musicians, the Commission asks how many hours during the typical week were devoted to commercial programs, both network and non-network, in which professionals participated. A breakdown on the degree of participation is sought. The same questions are propounded covering sustaining programs and the combination of commercial and sustaining programs.

The number of full-time staff musicians and part-time musicians employed by each station is requested, along with the total payroll for last year and for the typical week, also, the number of hours during the typical week during which staff musicians broadcast in commercial and sustaining programs. Also sought is the number of hours during the typical week which the station broadcast musical programs by remote pickups.

Seeking information on employment of Negroes as musicians, the questionnaire asks whether the station has any Negro staff musicians, how many, and whether they have been employed at any time during the last five years. Further detail is requested on this subject.

Apropos non-professional musicians, the FCC explains that these include amateurs and such organizations as the United States Army Band and other Government units. For the typical week, it elicits information on hours devoted to commercial programs, both network and non-network, in which music played by non-professionals formed the entire program, an integral part of the program, or in an incidental part. The same data is requested on sustaining programs alone and on a combination of the two.

To get a sum total of musical performances, the questionnaire asks for the total hours during the typical week devoted to both commercial and sustaining programs, network and non-network, in which such music was recorded on phonograph records, or transcriptions, or played by professional or non-professional musicians.

Finally, the FCC inquires whether the station has ever been denied a network program for reasons believed to have been connected with a labor dispute involving musicians. A brief statement of the facts, if any, is requested.

Network Accounts

All time Eastern Wartime unless indicated

New Business

WHITE MOTOR Co., Cleveland (institutional), on Aug. 12 only broadcasts Navy "E" award on 110 BLUE stations, Wed., 11:30 a.m.-12 noon, thru D'Arcy Adv. Co., Cleveland.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 3 starts *Frank Crumit & Julia Sanderson* on 50 CBS stations, Sat., 8-8:30 p.m. Agency: Roche, Williams & Cunnyngham, N. Y.

Renewal Accounts

SKINNER & EDDY Corp., Seattle (Minute Man soup), on Aug. 31 renews for 26 weeks, participation in *Breakfast at Sardi's* on 13 BLUE Pacific Coast stations, Mon. thru Fri., 9:30-10 a.m. (PWT). Agency: J. William Sheets, Seattle.

KRAFT CHEESE Co., Chicago (Parkay Margarine), on Aug. 30 resumes *The Great Gildersleeve* on over 68 NBC stations, Sun., 6:30-7 p.m. (repeat, 11-11:30 p.m.). Agency: Needham, Louis & Brorby, Chicago.

Network Changes

KOLYNOS Co., New Haven (toothpaste), on Oct. 28 shifts *Mr. Keen, Tracer of Lost Persons*, from 71 BLUE stations, Tues., Wed., Thurs., 7:15-7:30 p.m., to about 50 CBS stations, Wed., Thurs., Fri., 7:45-8 p.m Agency: Blackett-Sample-Hummert, N. Y.

KVOD

now covers

DENVER

and the

ROCKY MT.

area with

5000

WATTS ON

630

KILOCYCLES

NO

INCREASE IN RATES

JOS. HERSHEY

McGILLVRA

National Representatives

NEW YORK • LOS ANGELES
CHICAGO • SAN FRANCISCO

Bannerman Calls on Private Stations To Increase Public Service in Canada

THAT the Canadian Government is turning more and more to broadcasting as a medium of informing the public, and that Dominion's private stations must improve their service to the community, are highlight features in the letter Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, sent to member stations Aug. 11.

"Important and difficult days are ahead for the broadcasting industry in Canada," he wrote. "Important in that the Government appears to be turning more and more to the use of the broadcasting medium as a means of informing the public of steps that must be taken in waging war, difficult in that the report of the Parliamentary Committee [BROADCASTING, Aug. 3], can hardly be described as other than unfriendly to the privately owned broadcasting stations.

Service to Public First

"The time has arrived when the most careful, sane and sound thinking of which we are capable must be given to the policy of the CAB for the future. It would seem that whatever the various interests of member stations may be it would appear advisable to place the interests of private broadcasting and its service to the public ahead of any particular interest. est.

"Good as has been our service to our communities, it is vitally important to make each station so much a part of its community that the people will resist any interference with its functioning to the best of its ability . . . The making of a profit at all costs cannot be the fundamental and only guiding principle. Good programming and service to the public must ever be the objective of the station that is going to survive.

"There is much in today's operations that can be subject to criticism. For example, it should be possible to study and improve the technique of presenting the story of patent medicine products and the story of local sponsors. We will have to do more than educational work with advertisers and agencies to ensure the best possible programming, along with a reasonable presentation of the story of products and services for the use and comfort of the people in each community.

Cannot Please Everyone

"While no station can hope to satisfy all the people in its community, so long as we strive to improve its service to the people in that community and find ways of meeting the wishes of the majority of the people; so long as our advertising standards and broadcasting practices are steadily improved, just so long will there always be a place and a good living for the people concerned with privately owned broadcasting stations.

"It seems to me that along with all the improvements possible in the art of broadcasting, we must be eternally vigilant to see that everyone in each community understands the importance of each broadcasting station to them. We must ever be on the alert to see that our side of the picture is clearly and forcibly presented to all who might be interested or wish to eliminate private broadcasting from the life of Canada.

Future at Stake

"The future of privately owned broadcasting rests in the hands of private broadcasters. We must think and work our way to a position in each community that cannot be fairly challenged. We must also remember that the industry is only as strong as its weakest station. What each station does to enhance private broadcasting helps the entire industry."

Discussing the outlook for commercial broadcasting, Mr. Bannerman reported to his members that "so far as can be learned, business from commercial sponsors is holding up reasonably well and prospects for the balance of the year look better than might have been expected. In addition, there are a number of government plans under discussion with government departments which show a likelihood of producing more paid-for programs during the balance of the year."

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Agency Recognition

POLICY Committee of the Canadian Assn. of Broadcasters has issued a list of 33 advertising agencies to which it has extended franchise recognition. The list includes branches of six American agencies now operating in Canada—Lord & Thomas of Canada, Toronto and Montreal; J. Walter Thompson Co., Montreal and Toronto; Young & Rubicam, Montreal and Toronto; Atherton & Currier, Toronto; Hutchins Adv. Co. of Canada, Toronto; Ruthrauff & Ryan, Toronto.

SERVICEMEN DISCS, cut at the expense of the Gem Safety Razor Corp., are being made at Army, Navy, Marine and Coast Guard bases. At the San Diego Naval Training Base, Bob Perry (at mike), former announcer of KDB, Santa Barbara, and announcer for MBS broadcasts from that Navy base, helps Dick Nelson, the Gem Blade Reporter, in making recordings for the enlisted personnel stationed there.

STORY BEHIND INS SPY SCOOP TOLD

WHEN the INS scoop on the fate of the eight saboteurs first appeared, byline credit belonged to Jack Vincent [BROADCASTING, Aug. 10]. Last week it was learned at INS that credit for the story is shared by William K. Hutchinson, chief of the INS Washington bureau, and George Durno, INS White House reporter, in addition to Vincent.

Durno is credited with the original tips, Hutchinson gathered the details of how six men were to be electrocuted and two would receive prison sentences. Vincent rounded up the story. After it had been checked and written it was submitted to Byron Price, chief of the Office of Censorship, according to INS. When clearance was obtained the INS wire carried the story at 8:14 a.m.

Subsequently, inquiry by other press associations at the White House produced the announcement that the President had not finished reading the testimony. Meanwhile INS had learned from its original source that the executions, which had been planned to take place before announcement of the saboteurs' fate was made public, were delayed 24 hours since the President was reconsidering the case of the youngest saboteur, an American citizen.

Finallv, 29 hours and 11 minutes after INS broke the story, it was announced by Stephen Early, Presidential Secretary, that six men were electrocuted and two sentenced to prison terms.

Sinclair Football

SINCLAIR REFINING Co., New York, will sponsor broadcasts of eight Notre Dame football games this fall on WJJD, Chicago. Jack Fitzpatrick, formerly sportscaster in Denver, will describe the games. Agency is Hixson-O'Donnell Adv., New York.

HOLLISTER CRYSTAL Co., precision quartz oscillators, has moved its offices and plant from Wichita to Boulder, Col.

Export Interests Form Association

TO THE END that export advertising in Latin America contribute to the war effort, in addition to selling and keeping foreign markets, the Assn. of Export Adv. Agencies was formed at the end of July by a group of seven agencies. Slogan is "Export Advertising Will Help Win the War".

Thomas M. Quinn, executive vice-president, Dorland International, is president; Irwin A. Vladimir, president, Irwin A. Vladimir & Co., is vice-president and handles publicity; and Arthur A. Kron, secretary-treasurer, Gotham Adv. Co. is secretary-treasurer of the organization.

Work Under Way

In addition to the officers' respective firms, other charter members, all with headquarters in New York, are: G. M. Basford Co.; Export Adv. Agency; Foreign Adv. & Service Bureau, and National Export Adv. Service. Other agencies meeting the association's qualifications will be invited to join. Conditions governing membership include the handling of at least three foreign accounts.

Material designed to promote inter-American unity and hemispheric defense is already being prepared for inclusion in export advertising copy.

A booklet, *The Secret Weapon of American Business*, outlining aims of the association, will be released probably sometime next week for distribution to U. S. manufacturers interested in export advertising. Stress is laid on the importance of the Latin American market now, in view of the increase in export business anticipated after the war.

Booklet urges that all campaigns be directed from the U. S. rather than from local sources, "so that the publishers and radio stations will know whence their income and material support are coming." Attention is called to a recently completed survey which shows that publishers and operators of radio stations in Latin America "depend for their existence on revenue derived from U. S. advertising, with rare exceptions."

Are you using the ASCAP Radio Program Service?

- New series available now, without charge, to any ASCAP Licensed Station. Write or wire today.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WARTIME EFFORT and institutional advertising were topics discussed by (l to r) Donald W. Thornburgh, CBS Pacific Coast vice-president and E. O. Schreve, vice-president in charge of apparatus sales of General Electric, when the latter was in Hollywood during early August. General Electric sponsors the thrice-weekly quarter-hour commentary by Frazier Hunt on 51 CBS stations.

Got the Stamps

WBOW, Terre Haute, employes gave Merle Ann Dilworth, newly-born daughter of Chief Announcer Scott Dilworth, a little send-off in this troubled world. Employes have been ante-ing a quarter for War Stamps and drawing names from a hat during weekly meetings—person whose name is drawn taking the pot. Last week Merle Ann's name appeared on all slips in the hat.

NBC Affiliates Conduct Spanish Song Contest

TO FOSTER interest in Spanish, and in the customs of Latin American countries, a nationwide contest will be conducted by NBC affiliates for the best rendition of any one of the songs heard on NBC's *Pan American Holiday*. Competition is open to American-born amateur singers who are students of Spanish. Four regional winners will be selected from local auditions on the basis of recordings. Grand prize is an all-expense round trip to Mexico City. Mrs. Irene Kuhn, NBC coordinator of program promotion, is in charge of the contest, a three-month affair.

Chester's New Aide

ROBERTO UNANUE, Latin American news editor for CBS, has been appointed assistant director of Latin American relations for the network, replacing Dr. Antonio C. Gonzalez as aide to Edmund A. Chester, director of shortwave broadcasting and Latin American relations. Dr. Gonzalez has resigned. In his new duties, in addition to continuing as Latin American news editor, Mr. Unanue will have the coopèration of Carlos Garcia Palacios, Chilean diplomat and news analyst, who is his assistant in charge of public relation for Latin America.

PAUL SCHUBERT, who starts a five-weekly news period on five MBS stations Aug. 17 for Benson & Hedges, New York (Virginia Rounds) [BROADCASTING, July 6] is available to remaining network affiliates with commercial credits deleted. Agency is Maxon, Inc., New York.

$100 in Fan Mail

FAN LETTER to Elton Britt, cowboy yodeler of WNEW, New York, contained a $100-bill from a listener who wished to "repay" him for the many hours of enjoyment he had given her. Elton contributed the gift to the USO.

Stanley Holt in Army

W. STANLEY HOLT, account executive of William Esty & Co., New York, has joined the Army as major of ordnance. He is temporarily stationed in the Office of the Chief of Ordnance, Washington. Holt has been handling new business at Esty for the last year. His duties will be absorbed by other executives.

The Public be ~~Damned~~ TOLD!

SCOOP! SUGAR PRESSURE EASED BY FULTON LEWIS, Jr.

SCOOP! RUBBER PRODUCTION SPEED DEMANDED BY FULTON LEWIS, Jr.

SCOOP! BINOCULARS FOR NAVY OBTAINED BY FULTON LEWIS, Jr.

"the man who makes the news"
AVAILABLE FOR SPONSORSHIP
ON YOUR OWN STATION
AT YOUR OWN RATES

MILLIONS OF LISTENERS from coast to coast can tell you of the startling disclosures and "back-of-the-scenes" news scoops made by Fulton Lewis, Jr., in connection with the sugar and rubber problems. The Navy will tell you how Fulton Lewis, Jr., succeeded in having his audience contribute 600 pairs of rare binoculars after the Navy's own efforts failed. And 59 advertisers from coast-to-coast will tell you of the amazing sales this "Knight of the Microphone" is creating for them. Fulton Lewis, Jr., is available for sponsorship in *your* city—*at your one time, quarter hour rate per week!* Get busy now and SELL—wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

KFQD
ANCHORAGE
Alaska
LOCATION
"The Nerve Center"
Hub of Alaska Activities
Low Rates - Real Results
Representatives
ROMIG FULLER
1411 Fourth Ave.
Seattle, Wash.

2,000,000
JUST LIKE
THIS ➡
are waiting
for YOUR MESSAGE
WCBM
BALTIMORE
BLUE NETWORK
National Reps.: Spot Sales, Inc.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM **WCAR**
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Farm purchasing power in WIBW's 6-state market hits a 20 year high. We're the dominant sales force in this area. 'Nuf said!
WIBW The Voice *of* Kansas *in* TOPEKA

Equipment Plans

(*Continued on page 11*)

such groundless stories at this time.

"The broadcasting industry is doing a big job in the war effort," Chairman Fly pointed out, referring to its expansive program of public service and war cooperation. "When it (the industry) is moving along successfully with this burden it should not be bothered with this bunch of pups snipping at its heels all the way."

Specific cause for hope on the equipment front resulted from the second meeting of the Radio Replacement Parts Industry advisory committee meeting Aug. 13 in Washington. Meeting with Frank H. McIntosh, chief of the radio section of WPB and presiding Government officer, industry representatives reported their proposal for effective conservation of critical materials through stringent standardization and substitution.

Commenting on the results of the meeting, Mr. McIntosh said that the extent of industry cooperation far exceeded anything he anticipated. Furthermore, he emphasized the voluntary spirit on the part of each representative.

Concretely, suggestions included the reduction of transformer types from 157 types to 12, saving material and obviating the need of excessive inventories. Condenser types could be reduced, it was said, from more than 200 to a very basic few and volume controls from over 200 types to 40. Loudspeakers have little room for reduction in types, it was reported, but repair and existing stocks were considered adequate to cover needs for some time to come. Resistors were also considered and recommendations made for conservation of materials in their production.

Reduction of Types

Along with the reduction of types, conservation measures were proposed which would eliminate the need for sharp reduction of strategic materials in the aggregate. The value of returning parts—old for new—was considered important enough to justify universal operation. However, this scheme was turned over to WPB for serious study.

As a result of the survey conducted by this industry advisory group, Mr. McIntosh feels that WPB has been aided considerably with much useful information to guide them in allocation and distribution of critical materials essential to producing radio parts.

Domestic equipment problems are not the only concern of the WPB. Critical shortages have been reported from Mexico and many South American sources. In an effort to solve the Mexican problem, Emilio Azcarraga, owner and operator of XEW and XEQ and president of the Mexican Assn. of Broadcasters, visited Washington last week to consult with WPB officials. As the leading industry figure in Mexico, Mr. Azcarraga was able to present the total picture of his country's needs. After careful consideration WPB hopes to be able to satisfy the equipment needs of our southern neighbor. South American needs are under consideration but action awaits complete detail of needs.

13 IS LUCKY thinks Frank Scott, Nashville shoe dealer, who has just arranged for his 13th year of broadcasting on WLAC. Sponsor of WLAC's daily *Sports Review* for a dozen years, Mr. Scott, the station's oldest account, credits radio for the growth of his business. Flanking Mr. Scott in front of shelves of shoes are (left) Albert Noble, WLAC salesman, and (right) F. C. Sowell, WLAC general manager.

KOA's First WAAC

FIRST feminine employe of KOA, Denver, to go into military service is Jeanne Carter, receptionist, who has been sworn in as a member of the WAAC. She will remain at the station until called for active duty in late October or early November. KOA has already given up 17 male staff members to the armed forces, eight of them to the Navy.

Scholle Joins Atlantic

ROBERT SCHOLLE, for four years sales manager of WQXR, New York, has joined the New York sales staff of Atlantic Coast Network, new regional network extending along the northeastern seaboard from Boston to Washington.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY

WPB RADIO SECTION MOVED UNDER ELLIS

TRANSFER of the Radio Section of the War Production Board from its Communications Branch to the Radio & Radar Branch, but with no change in personnel or function, was announced last Thursday by WPB. Frank H. McIntosh, chief of the Radio Section, asserted that activities of his organization would continue as in the past.

Head of the Radio & Radar Branch is Ray Ellis, to whom Mr. McIntosh will report. Virtually since the organization of WPB, the unit dealing with all phases of broadcast equipment procurement has been under Leighton H. Peebles, chief of the Communications Branch. Mr. Peebles retains all other communications in his branch.

Headquarters of the Radio Section in Washington have been transferred from the New Postoffice Bldg. (where the FCC is located) to the Social Security Bldg., 4th & Independence Ave. The Radio & Radar Branch reports direct to Amory Houghton, director general of Industry Operations.

Mr. Ellis, who formerly headed the radio receiving set functions of WPB when it was part of the Durable Goods Branch, is former manager of the radio department of General Motors. Mr. McIntosh is technical supervisor of the Fort Industry Co. stations, on indefinite leave.

Horton to OPA

ROBERT W. HORTON, chief of the news bureau of the Office of War Information, will take charge of information and educational programs for the Office of Price Administration. Mr. Horton is to take up his new assignment Sept. 1. Robert Ware Straus, Mr. Horton's assistant at OWI, will go with him to OPA. Leigh S. Plummer, now in charge of OPA press relations, will continue in that position, Mr. Horton said.

FCC, NAB Aid Federal Suit

(Continued from page 15)

ing the week of Aug. 3 in connection with the suit.

In announcing NAB's intention to intervene in the anti-trust proceedings, Mr. Miller explained that the broadcasting industry has evidenced deep concern over the crisis precipitated by Petrillo. He described as "unprecedented" the volume and character of newspaper comment upon the Petrillo ban on the making of recordings by AFM members. To date, he said, even a sales press clipping service has given NAB more than 5,500 clippings, of which 500 are editorials.

"It is difficult to recall", he said, "any issue which has evoked greater unanimity of editorial opinion, and the editorial attention given to the issue is second only to that given to direct phases of the war. This reflects the public resentment to the Petrillo ban on phonograph records and electrical transcriptions as well as Petrillo's other recent edicts.

"Evidence that the broadcasting industry's interests are concerned with the problem is that over 75% of the broadcasting stations in the country have already returned a questionnaire sent out only about 10 days ago by the NAB, questioning broadcasters with respect to the musicians union situation. The material so obtained is being assembled and will prove useful in connection with the Government's suit against Mr. Petrillo as well as informative to the public."

New England Incidents

Although they were not individually identified, it is presumed that in his reference to "Petrillo's other recent edicts", Mr. Miller referred to the reported AFM threat to boycott the Springfield (Mass.) Municipal Auditorium if the Boston Symphony Orchestra, a non-union organization, is permitted to fulfill its scheduled engagement there, and the $500 fine levied by the AFM local in Providence against Don Mario, an orchestra leader, for an "unauthorized appearance" at a civic Fourth of July celebration meeting, an appearance described by Mr. Mario as singing the national anthem with the rest of the audience. According to an AP report from Providence, the band leader and his band had been denied permission to perform at the meeting and Mr. Mario had attended the gathering as a member of the Mayor's committee.

In New York last week there was little activity on the AFM front. Mr. Petrillo was reported as "out of town for several weeks" at AFM national headquarters, where other union officials refused to discuss the recording situation, stating that "it is being handled personally by Mr. Petrillo and any comments will have to come from him."

A number of transcription company executives were likewise out of town last week, taking advantage of the lull in the making of musical transcriptions that followed the mad rush during the latter part of July, when advertisers and recording library services alike worked the recording studios day and night in an attempt to store up discs.

It is understood a few requests for recording privileges have been made to the AFM by transcription companies on behalf of sponsors under the special dispensation offered by Mr. Petrillo for "electrical transcriptions for radio used as intended—once and then destroyed." Attempts to identify the clients were unsuccessful, however, nor could it be learned whether or not the union had granted permission for these recordings.

Extent of Responsibility

One prominent transcription company executive expressed serious doubts as to the propriety of a recording company making such a request of the AFM. "When we cut a series of transcriptions for an advertiser," he explained, "the agency employs the talent including the musicians, and also contracts for time with the stations. Our job is to record the programs properly and to ship them to the stations in accordance with the agency's instructions. We do not exercise any control over the use of the transcriptions after they have reached the stations. Therefore, if we undertake to guarantee to the AFM that each transcription will be used only once, we are taking a responsibiilty for something we cannot legally enforce, which appears to us an extremely risky business practice. Since we are not the employers of the musicians it would seem more equitable for the request to go to the union not from us, but from the advertising agencies who are the actual employers of the musicians and who determine the use of the recordings made by those musicians on the air."

The recently formed Assn. of Recording Studios [BROADCASTING, Aug. 10] went on record with an official statement that: "the association is not in sympathy with Mr. Petrilo's actions which are untimely and damaging to the recording studios and the association expresses the hope that the United States Government will take immediate action to settle this situation."

In answer to queries regarding the reinstatement of the NBC weekly broadcasts of the AFM concerts from Grant Park in Chicago, which the union had cancelled during the dispute with KSTP, NBC affiliate station in St. Paul-Minneapolis, and the AFM St. Paul local union, NBC stated the broadcasts would not be resumed this year. Remote dance band pickups of the network, discontinued at the same time, have not yet been resumed, but some programs of this type may be scheduled later on, NBC reported.

Conference Held

In its preliminary moves, to acquire evidence from the industries affected to substantiate its charges against AFM, the Anti-Trust Division met Aug. 8 with a dozen representatives and attorneys of the broadcasting industry, networks transcription companies and record manufacturers. Meeting at the invitation of Assistant Attorney General Arnold and Messrs. Baldridge and Waters, the scope of affidavits to be supplied by the entities affected by the bans was covered.

Means of curbing AFM's onslaughts, both via litigation and possibly through legislation, were discussed. The conference was informal and no announcement w. made in official quarters.

From the start it has been evident that the Anti-Trust Division is interested in tackling AFM on the "made work" issue. Defeated in the Supreme Court in two other cases involving this issue, Mr. Arnold evidently feels that the AFM situation is more affected with the public interest than either the so-called hod carriers or truck driver cases, involving stand-by issues, and in which the unions heretofore have been upheld.

Among those attending the Aug. 8 session, in addition to the Government attorneys, were Neville Miller, president, Sydney M. Kaye, special counsel, and Russell Place, counsel, for NAB; Joseph H. Ream, secretary of CBS, and Kenneth Raine, attorney of Columbia Recording Corp., for CBS; Louis G. Caldwell, for MBS; C. O. Langlois, president of Langlois & Wentworth, transcription producers; Jack Kapp and Milton Diamond, his attorney, for Decca Record; Frank B. Walker, vice-president of RCA Mfg. Co., Record Division, and his attorney; M. S. Sillerman, president of Keystone Broadcasting System, transcription network.

17.2% "The Sports Reporter"
featuring
TONY WAKEMAN
weekdays 1 to 5 p.m.
★ The largest listening audience of any participating sports show in Washington.
earliest authentic
SPORTS FLASHES
latest popular
MUSIC
NEWS
every hour on the hour
authority C. E Hooper
June-July 1942
WINX
Washington's Own Station.
Representatives
E. FOREMAN CO.
New York - Chicago

AMERICA'S LEADING FOREIGN LANGUAGE STATION

DO you know that approximately $250,000,000 is spent yearly for daily necessities in the Metropolitan Area by 550,000* Poles?

DON'T let anybody tell you that there is a more thorough or efficient way to reach this market than by our Polish hours.

MUST you have more definite proof than the fact that 14 of our advertisers have used these hours for 73** years.

* U. S. 1940 Census Figures
** Details on Request

1480 Kilocycles
Full Time Operation
WHOM
JOSEPH LANG, Gen. Mgr.
Tel.—PLaza 3-4204
29 West 57th Street, N.Y.C.

BLUE
IS YOUR BEST BUY IN KANSAS CITY
John Pearson, Representative
Basic Blue Network
5000 WATTS
KCMO
1480 ON YOUR DIAL

V
20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC Basic Red
5000 WATTS AT 570 KC.
The Perfect Combination

TO THIS STATION
½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.
WTAQ
The only CBS outlet for Northeastern Wisconsin
5000 WATTS NIGHT AND DAY
GREEN BAY, WISCONSIN

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Marked Air Medium Changes In Post-War Period Foreseen

Commercial Basis in Britain Seen by Fergusson; Canada Called Test-Tube of Democracies

THE WAR is definitely affecting radio listening as well as programs in England, Canada and America, and the post-war period should effect definite changes in its status both as an entertainment and advertising medium. This was the consensus of three experts in the radio field speaking last week on "How War Has Affected Radio Listening." The discussion took place at the Hotel Bedford, New York, before a group of American Marketing Assn. members interested in radio listening habits.

British Listening

Speaking for Britain was W. B. B. Fergusson, managing director of Lord & Thomas Ltd., London, currently in New York to study advertising under wartime conditions [BROADCASTING, July 13]. Reiterating his opinion that England will probably turn to commercial radio after the war, Mr. Fergusson summarized the way in which the BBC handles radio in Great Britain and how the war has already changed its methods.

The BBC personnel has increased from some 4,000 persons to 8,000, while overseas broadcasts are now presented in 40 different languages as compared to seven before the war.

With this great increase in international broadcasts has come a decrease in domestic broadcasts. Whereas the English radio listener formerly could choose programs on 11 stations, seven in England, three on the Continent, and one in Ireland, he now can tune to only two. On these the BBC is presenting frequent news broadcasts, interest in which has increased from 23% to 26%, with each per cent representing some 330,000 adult listeners, Mr. Fergusson said. Two standard programs are the *Home Service* "more highbrow" type, and the *Forces* program, originally planned to offer light entertainment to British troops in France prior to Dunkirk.

Interest in America through radio is fostered by the rebroadcasts of such comedy programs as the *Jack Benny* and *Bob Hope* shows; the shortwave series *Command Performance; Let's Get Acquainted*, featuring prominent Americans now in England, and broadcasts of interesting events in America presented through the BBC's "Home and Empire" services.

"Just as the American films have set the pace for the British film industry, and have had a marked influence on the standard of living in general," Mr. Fergusson remarked, "all American radio programs being listened to on the BBC will influence British life and thought." He added that if postwar sponsored programs do come about in England "they will probably be run along similar lines to that of Canada's system—a BBC-controlled network broadcasting programs without commercials, plus a number of independent stations financed by advertising."

On the subject of radio listener research, Mr. Fergusson stated the BBC has maintained an "elaborate checking system among listeners" through its research department interviewing some 1,000 persons per day, "to ascertain the amount of listening to respective programs, and the extent to which each program is appreciated or liked."

"Results of these surveys are then turned over to program planners," he said, to serve as "barometers", the former large scale listener surveys, covering 25,000-30,000 persons, being no longer possible under war conditions.

Canada a Test-Tube

Commenting that "Canada is the test-tube of the democracies", the next speaker, Walter Elliott, president of Elliott-Haynes, Toronto, Canadian research organization, built his talk around the tremendous rise in Canada of families owning radio sets, as well as actual sets-in-use. A survey taken by Elliott-Haynes in June, 1939, for example, showed that 10% of the sets purchased by those radio families interviewed had been bought during the previous 12-month period, while a similar survey in June 1940, six months after England and Canada were at war with the Axis, 22% of the sets owned by families interviewed had been acquired in the previous 12-month period.

War news has been the chief factor in this rise in sets owned and in use, Mr. Elliott declared, and surveys show the average set is tuned in mainly to catch news, presented by American radio stations as well as the CBC. The war has been "the making of Canadian radio," he added, offering as one proof the increased use of radio for institutional and governmental campaigns.

Budget Grants

"Radio received only 8% of the appropriations granted for 15 typical institutional campaigns of the Red Cross and similar service groups prior to the war", Mr. Elliott said, contrasting this with the allotment of about 50% of the budgets of such current campaigns to radio.

"Radio's ability to put over a message to the whole population immediately and to evoke an immediate response makes it a natural medium to be used for wartime's urgent appeals, he stated, adding that the radio's success in putting over these wartime drives has awakened many advertisers to the potency of radio and will undoubtedly result in increased business for Canadian broadcasters.

Program Trends

The increased interest in news, together with gas-rationing and the change in listening habits of such groups as war workers, has definitely affected Canadian programs, Mr. Elliott pointed out.

Propaganda shows must contain a high proportion of entertainment to be popular, programs popular before the war still have high ratings, and "spook" shows or "escape" series on the order of *The Shadow* or *Inner Sanctum Mysteries* have come into favor with listeners since the war started, as have sports events presented by the CBC. The finals of the National Hockey League, for example, Mr. Elliott said, had achieved the highest listener rating ever recorded in Canada.

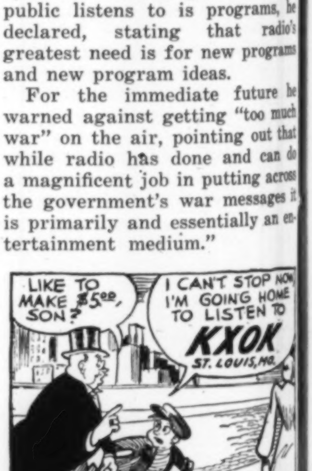
Radio as a medium to reach the people has, therefore, attained a high point in Canada due to the war, Mr. Elliott concluded, predicting that America, as it continues to fight in World War II will note the same increase in sets-in-use and in radio listening as has Canada in the past three years of war.

Summarizing the effect of the war to date on radio listening in the United States, A. W. Lehman, manager of the Cooperative Bureau of Analysis, stated the high peak in American listening was reached in the three months after Pearl Harbor, Dec. 7, 1941.

After the War

Predicting that post-war technical developments will create a great demand for more and better radio receivers and that wartime savings will enable the public to buy new sets then, Mr. Lehman pointed out that better reception by itself is meaningless. What the public listens to is programs, he declared, stating that radio's greatest need is for new programs and new program ideas.

For the immediate future he warned against getting "too much war" on the air, pointing out that while radio has done and can do a magnificent job in putting across the government's war messages it is primarily and essentially an entertainment medium."


LIKE TO MAKE $5.00, SON?
I CAN'T STOP NOW I'M GOING HOME TO LISTEN TO KXOK ST. LOUIS, MO.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

WINNING SOFTBALL TEAM represents WTAG, Worchester, Mass., in games with defense plants and department stores. Currently boasting 3 out of 5 wins, the "Microphones" have recently acquired new blue caps and jackets, with cream colored breeches. Kneeling (l to r): Oscar Silverman, Phil Brook, John Dowell, Chic Morse; standing, Bill Cavanagh, program director and team manager; Bon Rissling; Herb Krueger, commercial manager; Dick Locke; Bob Martin; Phil Jasen; Barry Barents.

Radio Performers Are Limited By Army in Professional Work

Sgt. Ezra Stone Taken Off Regular Appearances In Aldrich Family Cast as Rule Is Enforced

RADIO PERFORMERS, once they are inducted after determination under Selective Services regulations and thereby pegged as not indispensable in the war effort, will be precluded from renewing their private radio contracts and called upon to devote their time to "soldiering".

That is the policy enforced last week by the War Dept. in the case of Staff Sgt. Ezra Stone, "Henry Aldrich", sponsored by General Foods (Postum) on NBC. Dispensation was allowed Sgt. Stone to appear Aug. 13, 8:30 p.m., in his final performance, after which he will be denied appearance under contract on any regularly scheduled program.

At Radio Branch headquarters in Washington, it was explained the action does not establish a precedent, but simply constitutes enforcement of the regulation against soldiers carrying on civilian activities on a continuing basis.

This policy, it was stated, permits occasional and incidental appearances by soldiers on certain types of programs related to public morale and on specified programs under Army sponsorship. These, however, are in the nature of assignments to personnel and are not subject in any fashion to outside contractual commitments.

Represents Policy

Uniform policy will be followed, it was explained. Once a performer is inducted, after determination by his local draft board that his civilian services are not indispensable he will not be permitted to continue outside civilian activities. In the past, the general practice has been to permit radio performers to fulfill previous commitments but not to renew contracts.

In radio circles the case of Edgar Bergen was cited as one causing concern. Reportedly classified as 1-A, Mr. Bergen has not yet been inducted. Should his local draft board decide, as was the case of Sgt. Stone, that he is not indispensable to the war effort in his regular work, he would not be permitted to renew commercial radio commitments thereafter, assuming he qualified otherwise as a selectee. The same uniform policy would be applied all down the line.

It was reported that a number of radio entertainers have sought concessions to permit them to continue radio appearances under commercial sponsorship once in the service. The Army policy, it was stated, is founded on the conclusion that once a man is inducted, irrespective of his private status, it is the Army's duty to make him a soldier.

WHN Bond Committee

ALL-WHN Personalities War Bonds Committee, comprising headliners of that New York station headed by Herbert L. Pettey, has been organized to sponsor a continuing series of War Bond appeals on leading shows of the station starting Aug. 17. Special prizes will be distributed to listeners who purchase bonds through the station.

Berned Up

BILL BERNS, Hollywood news commentator of WNEW, New York, is m.c. of a series of contests in a national competition to select the "Sweater Girl of 1942". Berns has also been chosen by the eight Drake Business Schools as having the "Ideal Newscast Speed", on his daily program *The Movie Camera Turns*. Stenography students are asked to take down the broadcasts for their final shorthand tests.

Sherer Firm Permitted To Drop Worcester CP

ANOTHER casualty to wartime conditions which had made new station construction unfeasible, C. T. Shearer Co., holder of a construction permit for WMAW, Worcester, Mass., had indicated it has given up the ghost. The FCC Aug. 12 granted a petition of Sherer Co., to dismiss its application for extension of construction permit's completion time.

WMAW was granted Oct. 15, 1940 to the Sherer Company, which is 100% owned by the R. C. Taylor Trust. Station was assigned to 250 watts on 1200 kc., later 1230 kc. under NARBA.

SAM PARK WANTED GUESTS

And As Manager of Bishop's Cafeteria He Got Them Through Use of Radio

NOTHING pleases Sam Park more than having guests for dinner, hundreds of guests. He likes to have them come in for their 6 o'clock meal, and he likes to have them come back for breakfast and lunch. You see, Sam Park manages Bishop Cafeteria, Des Moines.

Featured in Duncan Hines' "Adventures in Eating" as one of Des Moines outstanding food houses, Bishop's has the food and service to make guests want to come back. But to acquaint new customers with the cafeteria, as well as maintain contact with old ones, Sam Park has resorted to an extensive advertising campaign.

Bishop's had used radio for special holiday promotion for many years. In September, 1941, it went on the air regularly, reminding listeners day in and out every week of the month of the modern restaurant, considered one of the finest in the Midwest. Using KRNT, Des Moines, Bishop's participate in *Betty Wells' Women's Club* program daily at 10:45 a.m.

Sam Park considers a restaurant fundamentally a place "for a fellow without a stove"—for folks visiting in town. But he also sees a good source of business in people living right in town "who eat out regularly or occasionally."

Bishop's radio advertising aims directly at this market. Since gas rationing Bishop's have reminded these people that they can save fuel by making a trip downtown serve a double purpose—shopping and eating out.

That's how Sam Park uses radio to bring himself a "houseful" of dinner guests.

The TEXAS RANGERS
Transcribed Library
is on

WROL

KNOXVILLE, TENN.

and other stations, large
and small, coast to coast

Available also to agencies and advertisers. For full details, write

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

ARE YOU
PLAYING
AROUND
WITH
TINKER (Ky.)?

If you're toying with Tinker (Ky.) in the hope of doing big business, don't expect much response. When you stop to consider that the Louisville Trading Area, *alone*, has 35.5% *more* effective buying income than the rest of Kentucky *combined*, it's pretty obvious that Tinker offers little in sales results! .. So concentrate on Louisville. And while you're at it, remember that WAVE covers the *whole* Louisville Area *at lowest cost!* Nuff said?

LOUISVILLE'S
WAVE

5000 WATTS . . . 970 K. C. . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

XUM

WARTIME COOPERATION by the Southern California Broadcasters' Assn. is handled by the executive committee. Members are (l to r) Harry Witt, KNX, SCBA president; Harry Maizlish, KFWB, Hollywood; Donald W. Thornburgh, CBS vice-president; Lawrence W. McDowell, KFOX, Long Beach (executive committee chairman); Van C. Newkirk, MBS-Don Lee.

Radio Central

(Continued from page 12)

afore-mentioned, in order to receive silence instructions. The foregoing, of course, is the primary method of air-link used by authorities.

As a secondary and supplementary service, lines installed from Master Control at Radio Central simultaneously notify all member stations of the directive issued.

In a Minute

Whereas it had originally taken from 5 to 15 minutes to complete a Radio Silence in this area, we are now able to comply with the order in a space of 60 seconds, bearin mind that the sign-off announcement consumes 30 seconds of that time.

The cardinal principle behind this plan of instant communication and immediate enforcement of "Radio Silence" in case of attack is simplicity and the completely disciplined channelling of every order issued and every announcement made on the air.

We have been reliably informed by the Army that, due to the proven success of immediate compliance with orders for Radio Silence, stations in this sector have, in most instances, been permitted to remain on the air up to and including the last possible moment. This fact alone should be of supreme interest to the broadcasting fraternity.

Although the term Radio Central is employed in referring to our point of operations this plan is not dependent upon any single location for Radio Central. Other locales and transmission points have been prepared to function at a moment's notice.

For instance, if downtown Los Angeles and Radio Central were destroyed in a bombing attack or by sabotage, the SCBA has other strategically located Centrals equipped to take over the functions of the original Radio Central immediately.

This wartime integration of radio facilities in Southern California has realized a number of important objectives. The mechanism now functioning has eliminated the need for numerous officers of varying ranks formerly involved in some phase of radio communication. Every communication, order, spot announcement or program is now routed through a minimum number of properly designated authorities.

Serves as Buffer

Our association, comprising 29 stations and 4 networks, we feel, also has become a valuable clearing house as well as buffer for the armed forces, the industry and the public. Requests of every kind destined for the airwaves, whether arising from a variety of military departments or from innumerable wartime civilian organizations are at once acknowledged, routed to the proper authornty for approval or rejection for broadcasting.

Minor conflicts of authority, confusion and red tape have been eliminated. An impressive total of orders, bulletins and spot announcements have been cleared for qualified local groups. About 800 requests for spot announcements on the air have been turned down since our plan of operation was installed.

A detailed report on the time elements involved in each Radio Silence for every radio outlet in the designated area is forwarded by our office to Headquarters of the IVth Fighter Command and the FCC.

Urgent and important spot announcements are co-stamped, sent to designated station managers, and *always contain* the Authority for Release.

Member stations of our association may broadcast, of course, any and all copy brought to their attention. Our office does not assume the role of censor. However, by mutual consent these stations refer all radio requests dealing with war activities to our office for the proper channels of release.

No Time Lost

We have established an almost instantaneous system of communication with the entire industry on the Pacific Coast, which has resulted in the IVth Fighter Command expressing a desire for a comprehensive and detailed technical plan to be made operative locally, sectionally, and regionally for the Army. The modus operandi has been worked out and made available to the authorities through the combined ingenuity and work of Fox Case, CBS; Van C. Newkirk, MBS, and John Swallow, NBC.

The development of the system employed by the SCBA in handling its local problems has been made possible with the cooperation of Brig. Gen. William E. Kepner, Commanding General of the IVth Fighter Command, Col. Ernest Moon, his Executive Officer, and Maj. Charles Quick.

Facilitating our investigating problems, have been Majors Richard E. Rudisill, R. E. Riordan, and Capt. Alfred E. Guy, of the Office of Assistant Chief of Staff, G-2, Los Angeles branch Western Defense Command and Fourth Army. Matters pertaining to the 11th Naval District have been handled by the Assistant District Public Relations Officer, Lt. Com. A. J. Bolton, and his staff.

Ready to Serve

Working closely with Social Service agencies and State, city, county and national defense bodies, who channel all material through the association office, in addition to fulfilling requests of the Federal Bureau of Investigation for scripts and information, we have succeeded in placing at the disposal of all branches of the Government the entire personnel and facilities of the radio industry in the Southern California sector.

It is interesting to note that members of the SCBA pay the entire costs of the local radio alert plan, with the exception of a few direct phone lines operated by the Army. Member stations are billed on a pro-rata, pro-wattage basis, and the cost per station is exceedingly small.

Participating in the radio alert plan in the Southern California area are:

KFI, Los Angeles
KNX, Los Angeles
KECA, Los Angeles
KHJ, Los Angeles
KMTR, Los Angeles
KFWB, Los Angeles
KFAC, Los Angeles
KRKD, Los Angeles
KGFJ, Los Angeles
KFSG, Los Angeles
KFOX, Long Beach
KGER, Long Beach
KMPC, Beverly Hills
KPAS, Pasadena
KPPC, Pasadena
KPRO, Riverside
KERN, Bakersfield
KPMC, Bakersfield
KFSD, San Diego
KFMB, San Diego
KFXM, San Bernardino
KDB, Santa Barbara
KTMS, Santa Barbara
KFVD, Culver City
KIEV, Glendale
KVOE, Santa Ana
KVEC, San Luis Obispo
KXO, El Centro
KGB, San Diego
CBS, Mutual-Don Lee, NBC, BLUE

The Southern California radio alert plan has satisfied all officers, officials and agencies responsible for its creation. It provides instant response by any and all stations in any given area to orders of the IVth Fighter Command. It has enormously simplified the broadcasting of all manner of bulletins, spot announcements, instructions and programs dealing with the war emergency. And it does all this with a minimum amount of disturbance to normal operations.

We hope our plan and the result it has achieved will be of interest to other radio areas throughout the nation who are studying the vital role radio must play in the war effort.

WINS Bolt

WHEN A FREAK bolt of lightning jumped the gap between the four transmitter towers of WINS, New York, during one of the violent storms in that area, the station was silenced 2 hours and 21 minutes. The damage to the transmitters, located at Lynhurst, N. J., threw the station off the air from 1:44 p.m. to 4:07 p.m.

Higley Joins OPA

PHILO HIGLEY, recent contract writer with Columbia Pictures, has joined the consumer division of the Office of Price Administration as chief of the film and radio section. His function will be to supply OPA ideas to film and radio workers to be worked into scripts. He formerly was with Warner Bros., Twentieth Century-Fox, Erwin Wasey & Co. Arthur Kudner and Young & Rubicam.

EXTRA
BASE HITS
with
WCHS
CHARLESTON
W. VA.
5,000
WATTS
On 580·CBS

New York City Radio Central Operated by Over 20 Stations

Cooperative Setup Provides Army With Channel To Feed Official Messages to All Outlets

TO PROVIDE a channel for immediate communication in time of an enemy air attack between Army information authorities, sole source of news at such a time, and radio stations in the New York metropolitan area, a group of some 20 broadcasters have established a Radio Central which is prepared to go into action whenever necessary.

No Scoops

Organized with the full approval and support of the First Army and the Eastern Defense Command, the Radio Central is connected by both radio and private telephone lines with the Army information headquarters at one end and the stations at the other.

Since in an emergency the only news that may be broadcast or printed concerning the raid is that issued by the Army, there is no chance for individual scoops and the problem is one of getting the desired information to the stations—and through them to the public—as rapidly as possible.

Phone service during such times will be available only for essential use by military and civil defense organizations and even if this were not the case individual Army-station communications would be both expensive and time-consuming.

The cooperative set-up is comparatively inexpensive, costing approximately $25 a month for large stations and less for low-powered stations, and it makes available to the Army a channel whereby official communiques may be issued to all subscribing stations simultaneously. If Gen. Hugh A. Drum, head of the First Army, or one of his staff should want to speak to the public in person, the radio central could put him on the air almost immediately over all subscribing stations.

Although the central will be used only in case of raid, it is manned on a full 24-hour-a-day basis by a four-man staff. The two day men are supplied by the Army; the broadcasters furnish the night men. If an Army spokesman wants a message put on the air, he will inform the man on duty at Radio Central, who will then give the stations warning that the message is coming and at what time, so they can arrange to interrupt their program schedules.

Won't Be Beacons

Radio Central is completely independent of the organization set up by the Army Interceptor Command for ordering stations off the air in time of an impending raid, so they may not be used as beacons by approaching enemy aircraft. That system of key stations which are monitored by other stations in the area which sign off upon hearing a signal broadcast by the key they are tuned to is continuing as before and has no connection with Radio Central.

In organizing the radio central, the broadcasters hope they have set up an adequate safeguard against any duplication in New York of the broadcast in Tokio at the time of the American raid on that city, when an excited Japanese announcer broadcast an hysterical description of the damage done by the bombs, giving valuable information to the American flyers and also creating a panic among the populace.

Executive Committee

Executive committee of radio central is headed by A. A. Schechter, NBC news and special events chief, representing the networks. Leon Goldstein, public relations and news director of WMCA, and Herbert L. Pettey, general manager, WHN, represent the independent stations and Mr. Pettey is also treasurer of the organization. Morris Novik, head of WNYC, municipal station, acts as liaison between the broadcasters and the local civil defense authorities headed by Mayor LaGuardia.

With Mr. Schechter's resignation from NBC to join the Office of War Information in Washington [BROADCASTING, Aug. 10], a new network representative will be named by the executive committee at its next meeting, which will probably be held within the week.

Brer Rabbit Places

PENICK & FORD, New York, on Aug. 17 starts a campaign of spot announcements on a daily basis, using stations in Mississippi and the Texas State Network to promote Brer Rabbit Syrup. Agency is J. Walter Thompson Co., New York.

NEWS RENEWAL at KGO, San Francisco, where Foreman & Clark, California clothier, has renewed *George Applegate with News of the Day* for another year. Smiling signer is Hassel Smith, account executive of Botsford, Constantine & Gardner, agency handling the account. Looking on (left) is Walter Davison, KGO sales manager and George Applegate is happy about the whole thing, too.

Ban Excepts Broadcasts

BROADCAST program transmission and service to England and the Western Hemisphere was excepted in the complete ban by the Board of War Communications on Aug. 13 of all non-governmental use of overseas telephone service. The ban was a further strengthening of the BWC's July 24 order on International radiotelephone calls. The Aug. 13 order also relaxed the prohibition on use of radiotelephone circuit to Australia to permit use of the link for program broadcast transmission.

Ice Show Spots

ANDREW J. CREVOLIN, Los Angeles, to promote the Ice Revels of 1943, currently being staged at Westwood Ice Gardens in Westwood Village, Cal., in a 13-day campaign ending Aug. 19 is using a total of 288 transcribed and live one-minute announcements on 10 stations in that area—KECA KFI KNX KHJ KFWB KFAC KGFJ KFVD KIEV KMPC. Agency is Milton Weinberg Adv. Co., Los Angeles.

IRENE RICH, Hollywood star of the weekly CBS *Dear John* program, sponsored by Welch Grape Juice Co., has been promoted to sergeant in charge of public relations of the Women's Ambulance Defense Corps in the Los Angeles area.

Popular

THE telephone voice conducting a Western Michigan radio poll recently suffered slight shock upon the reply to her two most pertinent questions: Voice: What is your favorite radio program? Answer: Well, the only program I really bother about is Harry Caray's *Sports Extra* on WKZO. Voice: Thank you very much. Your name please? Answer: Harry Caray.

Lindsay in Navy

A MAJOR shake-up in administrative personnel of WSOY, Decatur, Ill., has occurred following the departure of Merrill Lindsay, general manager for three years, to serve as a lieutenant (jg) in Navy Radar, Division of Communications. Lindsay's appointment came on short notice, and he was ordered immediately to Noroton Heights, Conn., for basic training. New WSOY officials are: Easter Straker, who moves from women's director to program director; Ed Deffenbaugh of WJPF, Herrin, Ill., becomes production manager; and Edward Lindsay, editor of the *Herald-Review*, acting station manager.

ROYAL CANADIAN Air Force plans to place a series of paid-for recruiting announcements over Canadian stations, according to Flying Officer A. A. McDermott, radio liaison officer for the RCAF.

• *$60,000,000.00 victory project* comes to WJHL's primary coverage area. 16,000 new workers plus their families are booming this area's retail sales. WJHL is the only single medium that can reach this new market.*

* IN ADDITION TO TWO $25,000,000 TVA DAMS NOW UNDER CONSTRUCTION.

1000 WATT · 910 KC · NBC BLUE

WJHL
Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

IT'S A WBIG JOB

The MAGIC CIRCLE

WBIG carrying the finest programs of the Columbia Broadcasting System, together with AP news and Transradio, is doing a BIG job.

Columbia Broadcasting System Affiliate

EDNEY RIDGE
DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

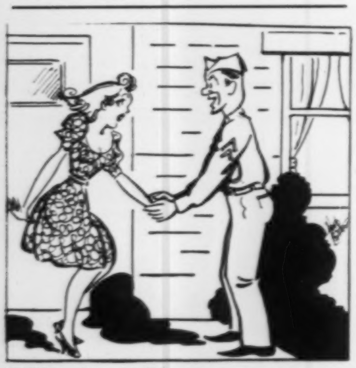
610 for Henry

HENRY P. JOHNSON, manager of WSGN, Birmingham, Ala., is ready to adopt 610 as his lucky number. Here's why: WSGN's frequency is 610, and the figure is included in both his auto license and in his mother's. Four or five times a week Bus No. 610 takes him to the studio, and on a recent trip to Miami Beach, Fla., he traveled on a bus bearing the same number. While in Miami, he took several trips about the town —in City Bus 610 each time.

Kate Smith in SEP

KATE SMITH "Radio's First Lady of Song" is the subject of "Philosopher At Work", article by Jack Alexander in the *Saturday Evening Post* for Aug. 15. Tracing Miss Smith's career from musical comedy performer to radio stardom, Alexander estimates she now has 75,000,000 listeners a week. The article also describes the work of her manager, Ted Collins, in developing Miss Smith's talent, and shows readers how she prepares her noon and Friday evening broadcasts.

STAN LOMAX, sportscaster of WOR, New York, who has been covering the races at Old Westbury, L. I. for the past two years, had the most important pacing race of the season named in his honor recently, the "Stan Lomax Special".



"Oh, dear! That announcer on WFDF Flint Michigan was right when he said we have a strong army."

RADIO PLAYS VITAL NEWS ROLE

Lee A White, 'Detroit News' Executive, Recognizes Place of Broadcast Medium

ALTHOUGH the radio industry was once regarded as a "headache" by the advertising managers of the press, according to Lee A White, public relations director of the *Detroit News*, he admits in an article for the *Detroit Adcrafter* 'For Further Details See Your Newspaper' that radio has now become an important, independent aid to the press.

Citing Pearl Harbor, Mr. White shows how the prohibitive costs and intricate production prevented Detroit's three newspapers from producing papers earlier than 5 or 6 p.m. on the afternoon of Dec. 7. From the moment that word of attack became known radio was in action serving the public interest with all the information available. This eliminated the need for newspaper extras.

"Here was a well nigh perfect example," Mr. White feels, "of how, in a new era, the newspaper may on occasion sensibly delegate to a new agency one of its traditional and hitherto vital functions". Elaborating on this he shows that the matters of gathering and disseminating news, by press or by microphone, remain peculiarly within the province of the journalist.

Radio's Flexibility

He also makes the obvious comparison that radio is a seven day service offered on an average of 18 hours per day and therefore better able to handle newsbreaks such as Pearl Harbor without the "burdensome production expenses" which newspapers must face. Press associations furnish radio stations with their news and little editing has to be performed. News need only be read to listening audiences.

Mr. White further recognizes the regularity with which radio beats the press with spot news. He then comes back quickly to stress the audio appeal of radio as against the eye appeal of the newspaper. He makes a good point when he says that radio, at present, cannot inform or entertain through the use of photographs, maps, cartoons, strips and similar tabular arrangements. Furthermore, he stresses the time problem in handling news on the air, maintaining that, "schedules are tighter even than those that prevail in composing and press rooms."

Except for flashes during commercial programs or breaks in sustaining shows, contracts operate against lengthy newscasts at hours other than regularly scheduled newscasts, Mr. White feels. The matter of scoops, he minimizes too, since he maintains that the news comes to newspapers and radio stations simultaneously but publication times of radio enable frequent scoops.

Radio Scoops

In doing this he overlooks such "spot news" broadcasts as the sinking of the Graf Spee which called for no thanks to any press association; instead it was the flexibility of the radio medium which produced an historic on-the-spot broadcast of an important news-event.

By minimizing the importance of radio because of its time limitations in programming Mr. White sounds victorious. Yet in stressing this he overlooks the monotonous agreement of newspaper readership studies which indicate an average reading time of 15-20 minutes by the average person.

With justice Mr. White says that most radio time is devoted to news presentation and little to news interpretation. Radio in wartime, at least, has had men interpreting news at home and abroad until the air is constantly charged with interpretation from all directions—Washington, London, Melbourne, Singapore, Sevastopol, Ankara and other scenes of United Nations' effort.

It is true that newspapers permit readers to select that which they wish to read whereas in radio news is presented and the listener likes it or switches the dial. Newspapers can and do furnish readers with balanced reading diets.

In conclusion, Mr. White observes that there is a place for radio and a place for the press. There can be no quibbling on this score. Each performs a needed function and competition, in the real sense, does not therefore exist, Mr. White feels.

MICROWAVE technique training for radio and electronics engineers under the Army Signal Corps is being taught in three-month courses set up at Illinois Institute of Technology, Chicago, in addition to regular courses in elementary radio engineering.

AWARDED TO
WHN

ARMY CITATION to WHN, New York, was made on a recent *You Tell 'Em Soldier* broadcast from Ft. Hancock, N. Y. The plaque was presented by Brig. Gen. P. S. Gage to Herbert L. Pettey, director of WHN, with inscription, "This plaque, in grateful recognition of the meritorious efforts of its staff to provide entertainment and to promote morale with its weekly series of broadcasts which have provided a constant source of diversion and inspiration for the officers and men of Ft. Hancock."

RCA VICTORY SPIRIT

Over 20,000 Employes Sign Production Pledge

GENUINE evidence of RCA's victory spirit was apparent to William L. Batt, vice chairman of the War Production Board, last week when Robert Shannon, president of the RCA Mfg. Co., presented him with a book containing the names of more than 20,000 employes who have pledged themselves to "beat the promise" on output.

Others attending the presentation were F. R. Deakins, RCA vice-president; George Brounig, suggestion supervisor, and Ann Stankus, RCA employe, who was recently given the award for individual production merit by the labor-management committee of the Harrison, N. J. plant.

Miss Stankus' suggestion was to change a plate in small radio tubes, reducing shrinkage to the extent that less skilled operators are now able to produce better tubes. Her suggestion, according to the company, has resulted in increased output and improved quality of tubes for war use. For this suggestion she received a $100 cash prize and a furlough vacation trip; unable to accept the furlough, she received its cash value instead.

Praise for Toscanini

ARTURO TOSCANINI, conductor, has received a tribute from Samuel Samosud, head conductor and artistic director of the Bolshoi Theater, Moscow, for his direction of the NBC Symphony orchestra in the Western Hemisphere premier of Shostakovich's Seventh Symphony, July 19, on NBC. Samosud conducted the world premiere of the same work March 5 in Kuibyshev.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. _ Representatives

WITH AN EYE FOR → PREFERRED TIME
WCOP
Every hour of music and news deliberately designed for preferred advertising time!
REPRESENTED BY HEADLEY-REED CO.
COPLEY PLAZA HOTEL, BOSTON - 1150 on Your DIAL

Yelland an Ensign

STARR YELLAND, on leave as announcer at KOA, Denver, has been commissioned an ensign in the Navy after nine months as yeoman. Oath was administered by Lt. Com. Lloyd E. Yoder, on leave as KOA manager. Lt. Com. Yoder is Yelland's superior in the Navy and was his superior at KOA.

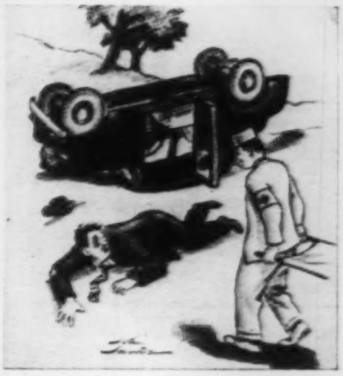
Nine More Applications Withdrawn From FCC

PETITIONS and motions of two new station applicants and seven stations for improved facilities from the FCC asking dismissal of their applications were granted without prejudice by the FCC last Wednesday.

Dropped are the new station applications of the LaCrosse Tribune Co., LaCrosse, Wis., and the Herald Publishing Co., Klamath Falls, Ore.

The others withdrawing their applications are:

KWK, St. Louis, construction permit for approval of a directional antenna for day and night use; KMLB, for a construction permit for 1410 kc., 1,000 watts unlimited time, with directional antenna at night; WTEL, Philadelphia, construction permit for 1340 kc., 250 watts, sharing time with WHAT; KSL, Salt Lake City, construction permit for 1160 kc., 550 watts, unlimited time; WMAW, Worcester, Mass., for modification of construction permit for extension of completion date to Aug. 17; WSAR, Fall River, Mass., construction permit for 1470 kc., 1,000 watts unlimited time, with directional antenna day and night; WHOM, Jersey City, application construction permit for 1480 kc., 5,000 watts unlimited with directional antenna day and night.



Super Service Station.

"Reach In and Turn off the Radio. Battery's Low."

THE *London News Chronicle* is printing much of the script of the Norman Corwin series, *An American in England*, as broadcast over CBS.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

ANNOUNCER-ENGINEER—First class license preferable. Progressive small Southern Station. Good pay for short week. Box 734, BROADCASTING.

CONTROL ENGINEER—Excellent opening for alert experienced man in a busy control room. Box 733, BROADCASTING.

Salesman—We have the opportunity, if you have the ability to produce. Doing a larger volume of business than any 250 Watt station in the country. A chance to make money—and we don't mean peanuts. Give complete information in replying. A. H. Croghan, Station WJBK, Detroit, Michigan.

Engineer wanted—1st class license. Eastern station. Submit details including experience, references, draft status, picture. Box 735, BROADCASTING.

Chief Engineer—Immediate opening for draft deferred qualified man with 5 KW experience. Permanent $50 weekly for 40 hour week IBEW contract. Must own car. Full details in first air mail letter. Box 725, BROADCASTING.

Promotion Assistant—Sales Promotion and Merchandising Director for chain outlet in midwest city over 150,000 wants capable, draft-exempt assistant with some experience in advertising copy and production. Send photo with letter of application, also give references and complete business background. Our own employees all know of this ad. Box 718, BROADCASTING.

Need Two Combination Announcer-Transmitter Engineers—State salary and experience in first letter. WMOG, Brunswick, Georgia.

Engineer—First or Second Class. No experience necessary. Good salary. WJTN, Jamestown, New York.

First or Second Class Operator—Or third Class with endorsement. NBC outlet. WMVA, Martinsville, Viriginia.

Have Opening for Operator-Announcer—5,000 watt network station. Good working conditions. West Coast Union Station. Box 722, BROADCASTING.

SALES MANAGER—Capable of becoming station manager. Midwest locale, network affiliate, town of 25,000. Write fully, first letter—age, draft status, experience, references, picture. Excellent opportunity. State salary, commission or bonus requirements. Box 721, BROADCASTING.

Southern Network Station—Has immediate opening for experienced announcer. Send voice transcription, draft status, and expected salary. Box 741, BROADCASTING.

ANNOUNCER-PRODUCER—Mature and versatile, specializing in ad lib special events with quality production. Good future, pleasant working conditions. Give complete information, audition recording if possible. New York State network affiliate. Box 738, BROADCASTING.

Situations Wanted

Operator—First class license, eight years' experience including work on 5 KW. Also have deep, well trained announcing voice. Box 740, BROADCASTING.

Situations Wanted (Cont'd)

Salesman—Well qualified, good experience 3rd registration, dependents, car. Good reason for desiring change. Box 739, BROADCASTING.

Do you need—A good morning man and football announcer. Can do staff and news. Draft deferred, excellent references. Now employed. Box 736, BROADCASTING.

Program Director—Desires position as program director or assistant to present director, with opportunity for advancement. Sound ideas, married, 3A. References. Box 724, BROADCASTING.

PROGRAM DIRECTOR—Wide experience. Outstanding background. Knows music. Box 737, BROADCASTING.

Program Director—Aggressive outlet, or one needing new blood. Want real opportunity to build programs and sales. 10 years excellent record doing things top regional network production, special events, sales, traffic, executive. Income secondary to genuine opportunity. Box 732, BROADCASTING.

Ambitious Announcer—Wants immediate change to progressive network affiliate. Versatile. Draft 3-A. Age 23. Full details upon request. Box 729, BROADCASTING.

Program Director—Radio and dramatic experience. Can manage personnel, station promotion, merchandising and write spots that sell. 3-A. References A-1. Box 720, BROADCASTING.

Experienced Radio Engineer—7 years as Chief Engineer, operator and announcer. Experience on 5 KW to 250 W. Good worker, not afraid of long hours; good at construction and maintenance; draft 3A; good references. Recording on request. First phone license. Want position as chief engineer. $40 per week. Prefer South, middlewest or west. Box 727, BROADCASTING.

Combination—Experienced Announcer, Licensed Operator. Married. Family. South Preferred. Box 731, BROADCASTING.

ATTENTION EXECUTIVES — Married man, 8 years radio executive, local and network. Tops on program, news, sports, sales. Draft exempt. Sober. Prefer South. Available now. Box 730, BROADCASTING.

ANNOUNCER With good experience, actor, writer, draft exempt, wants announcing position with progressive station. Box 728, BROADCASTING.

12 YEARS EXPERIENCE In announcing, copy, programming, selling. Network affiliate preferred. Excellent references. Draft 3A. Box 726, BROADCASTING.

Young Woman Now employed, schooled in producing volume output of effective copy, seeks connection with eastern or southeastern station. Attractive voice and appearance. Box 717, BROADCASTING.

ANNOUNCER A good news, program, and commercial man is available with copy writing experience. Prefers San Francisco area. Draft exempt. Box 723, BROADCASTING.

Wanted to Buy

50,000 feet No. 12 bare, medium hard-drawn copper wire. Box 719, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 8 TO AUGUST 14 INCLUSIVE

Decisions . . .

AUGUST 10

KTRH, Houston—Granted modification of construction permit as modified for changes in transmitting equipment.

AUGUST 11

KTTS, Springfield, Mo.—Granted consent to acquisition of control by J. H. G. Cooper over the Independent Broadcasting Co. through purchase of 20 shares of common stock from O. E. Jennings for $1,000 or par value.

KWBW, Hutchinson, Kan.—Granted consent to assignment of license from the Nation's Center Broadcasting Co. to William Wyse and Stanley Marsh, as a partnership with the same name.

KPAC, Port Arthur, Tex.—Denied petition to grant application for modification of license without hearing and ordered issues amended.

WAAT, Jersey City—Denied petition field pursuant to April 27 memorandum opinion, to prosecute application and designated said application for hearing.

DESIGNATED FOR HEARING—**NEW, Raymond C. Hammett, Talladega, Ala.**, construction permit on 1230 kc., 250 watts, unlimited time; **NEW, John W. Choate, Leonore V. Choate, E. P. Nicholson Jr. and John Wallbrecht, Middleboro, Ky.**, same.

GRANTED PETITIONS TO DISMISS APPLICCATIONS—(for new stations) **LaCrosse Tribune Co., Larosse, Wis.; Herald Publishing Co., Klamath Falls, Ore.**; (for new facilities) **KWK, St. Louis; KMLB, Monroe, La.; WTEL, Philadelphia; KSL, Salt Lake City; WMAW, Worcester, Mass.; WSAR, Fall River, Mass.; WHOM, Jerey City.**

WLW, Cincinnati—Granted motion for leave to amend application; amendment to be filed within 15 days; dismissed request for removal from hearing docket; continued hearing from 8-18-42 to 10-19-42.

KHQ, Spokane, Wash.—Granted of continuance hearing to 9-28-42.

NEW, J. C. Kaynor, Ellenburg, Wash.—Granted continuance of hearing to 9-29-42.

Applications . . .

AUGUST 10

WHKY, Hickory, N. C.—Modification of construction permit for extension of completion date from 9-6-42 to 11-5-42.

KICD, Spencer, Ia.—Modification of construction permit as modified for extension of completion date from 8-16-42 to 11-16-42.

AUGUST 11

WLBZ, Bangor, Me.—Involuntary transfer of control of licensee corporation from Thompson L. Guernsey to Eastland Broadcasting Co.

Tentative Calendar . . .

WLW, Cincinnati, construction permit for 700 kc., 650 w., unlimited, directional antenna night (Aug. 18).

WORL, Knoxville, modificaton of license for 620 kc., 1 kw., unlimited, directional antenna night (Aug. 20).

KHQ, Spokane, construction permit for 590 kc., 5 kw. night, 10 kw day, unlimited (Aug. 21).

Sylvania Changes Name

HYGRADE SYLVANIA Corp. became Sylvania Electric Products Inc. by vote of stockholders at a special meeting July 30, in a move which Walter E. Poor, executive vice-president, said would help prepare the company for an even larger part in the post-war electronics and lighting industry. Previously the third largest manufacturer of incandescent lamps, second largest manufacturer of radio tubes, and a major fluorescent light producer, the company has expanded rapidly, and explains that the name change will simplify its relationship with the trade, enabling it eventually to issue all products under "Sylvania" brand.

ENGINEER SHORTAGE was solved at WKAT, Miami Beach by hiring Mrs. Esther Fischer, first woman engineer to be employed in Florida. Mrs. Fischer went to WKAT just one week after she completed her engineering course, and became a licensed operator.

WWJ Not to Celebrate 22d Birthday Aug. 20

WWJ, Detroit, will not celebrate its 22d birthday Aug. 20 when it completes 22 years of broadcasting on a definite schedule, a fact on which it bases its claim of being the first station in the United States.

"In this year of 1942 everyone at WWJ is much too busy with procuring manpower for the armed forces, selling war bonds, developing civilian defense, and all the other manifold ramifications of the war effort, to think of celebrations," the station declared in announcing its birthday policy.

Hammond System of Phase Modulation Prevents Jamming by Hostile Powers

A NEW system of secret radio communication that cannot be jammed by a carrier wave of identically the same frequency, which might be put out by hostile persons for that purpose, has been invented by John Hays Hammond Jr., of Gloucester, Mass., member of the boards of RCA and the Blue Network and noted pioneer inventor of remote radio control devices for vehicles, airplanes, ships and submarines. Mr. Hammond has been awarded patent 2,272,839 on this device.

The jam-free character of the system is obtained by a new type of modulation called "phase modulation", which is entirely different from either amplitude or frequency modulation, according to Science Service. In other words, to the familiar AM and FM we must now add PM.

In AM, as is well-known, the amplitude, or what might be called the height of the radio waves, is modified in accordance with the ups and downs of the voice. In FM, the frequency is modified in the same way.

Keeping in Step

In phase modulation, PM, two carrier waves of the same frequency and amplitude are required because a phase shift or a phase difference means that one wave starts a little ahead of or behind the other. If the two waves start together, they are in step or in phase; there is no phase difference. If both are picked up by the same receiver, the effect is double that of either alone.

If one wave is shifted a half wave length with respect to the other, then the crest of one corresponds with the trough of the other and the effect on the receiver is nil. There are of course all stages of phase difference between and beyond these two, with all degrees of loudness in the receiver from maximum to zero.

Any radio receiver, tuned to the frequency employed, could pick up these waves and experience of variation in loudness due to phase shift that has been described.

Secrecy and freedom from interference are obtained by Mr. Hammond by polarizing the two waves, which his transmitter sends out, in planes at right angles.

To use the analogue of mechanical vibrations, one set of waves might be vibrating up and down while the other is vibrating horizontally from side to side.

These two waves, superposed, never completely annul each other, whatever their phase relations. If they start in step, the resultant is a vibration in a direction inclined at an angle of 45 degrees to the vibration directions of each of the component waves—halfway between them, so to speak.

In the simplest form of Mr. Hammond's invention, the receiving antenna is a rod that can be inclined at various angles. Under the conditions just described, the maximum effect would be received when the rod is inclined at 45 degrees. Nothing would be received at right angles to this position. If a third wave of the same frequency were put out by some hostile person with the intention of interfering, the only effect would be to shift the angle at which maximum reception occurs. The operator could soon find the new position.

In a more complicated form of the invention, which makes for complete secrecy, the same two waves, plane polarized in directions at right angles to each other, are put out, but one is shifted a quarter of a wavelength (phase difference) with respect to the other.

Reverting to the mechanical analogue, the resultant wave is then no longer one that is vibrating in a diagonal plane, but one whose particles describe circles in the right-handed or clockwise direction. If the phase is now shifted another half wavelength (three-fourths of a wavelength in all), the motion is in left-handed circles. These are called circularly polarized waves.

The receiver is arranged to distinguish between these two waves, circularly polarized in opposite directions. This, no ordinary receiver can do. A telegraph key is arranged merely to shift the phase difference back and forth a half wavelength.

One position may represent a dash, the other a dot, both being of equal duration. If any unauthorized receiver did pick up some response, there would be no difference in sound for either position of the sending key—just a continuous, meaningless succession of dah, dah, dah, dah.

WANTED AT ONCE

WORN-OUT G-E TRANSMITTING TUBES

BECAUSE there is a shortage of strategic metals used in transmitting tubes for civilian uses, and because military needs are great, General Electric is now salvaging these metals from worn-out tubes of 250-watt plate dissipation or over. Such metals will be reclaimed for new tubes, and in this way it is hoped to make more tubes available for broadcasting and other nonmilitary uses. Of course, military needs come first.

Will You Help? Send us—via express collect—your retired transmitting tubes of 250-watt plate dissipation and larger. If you do not have proper cartons, let us know the types of tubes and the quantity, and we'll send the cartons to you.

Credit—Because of the high cost of salvaging materials and the added cost of shipping, it is impossible to give credit on all tubes returned. Regular credit will be granted on those tubes that ordinarily have a return credit value. These include GL-862 and GL-898, and the radiator credit on GL-891R, GL-892R, GL-893R, and GL-8002R.

How to Ship—Mark the cartons and shipping papers "Defective apparatus for salvaging," and ship by express, collect, to General Electric Company, Radio, Television, and Electronics Department, Schenectady, N. Y.

GENERAL ELECTRIC

CAPITAL AND LABOR unite for the Red Cross as David Sarnoff, RCA president, (right), made good his promise to donate to the blood bank through the American Communication's Assn., radio workers CIO union. On the adjoining table is Joseph P. Selly, ACA president. Besides Mr. Sarnoff, nearly 1000 ACA members have contributed their blood.

Haggerty Claims Reported

(*Continued from page 11*)

Treasury by Haggerty asking for the radio tax. Quoting two paragraphs from the letter, Haggerty then went on with another paragraph—without quotes but set in the same boldface type and ostensibly part of the letter—in which he said: "We understand that in accordance with the request of your committee a plan of taxation has been proposed which was prepared by the Treasury Dept. and the FCC." This statement was emphatically disclaimed by the Treasury as coming from any of its officers.

In addition the Treasury declared that a radio tax proposal which emanated from the House Ways & Means Committee last year was not proposed by the Treasury but had come from members of that committee. This proposal had been attributed to the Treasury by Haggerty.

Labor Attacks

Two labor groups also assailed Haggerty's proposal. W. C. Hushing, chairman of the National Legislative Committee of the AFL, submitted testimony last Wednesday contesting Haggerty's claims to the Senate committee followed the next day by a statement from John J. McCurry, legislative representative of the International Brotherhood of Electrical Workers (AFL).

Mr. Hushing's testimony, submitted for the record, reviewed last year's proposal by Haggerty and declared the AFL would repeat the stand it took then—that "while labor believes that the United States Government should levy extra taxes on the people to pay for defense work we do not believe in punitive or discriminatory taxation as a special levy on radio advertising broadcasts."

Mr. Hushing contended "this tax is designed to cause the transfer of work now done by radio stations to newspapers. It is contended by the advocates of the tax, that unless this is done their members will be unemployed."

"This last contention is untrue," Mr. Hushing declared. He stated that "since radio stations have come into existence during the last 10 years these organizations who advocate the tax have increased their membership on an average approximately 10% to approximately 46%." This latter contention was also made in testimony of the IBEW representative. The Haggerty tax, Mr. Hushing said, arose from a fear of an "old industry" that a "new industry" will take away its employment.

Mr. Hushing then went on to refute Haggerty's statement that the AFL Executive Council, in condemning the tax last year, had been "misled". Mr. Hushing contended that the Executive Council included a member of the Allied Printing Trades "so the council did know all the facts when it took action."

He concluded that "if, as Mr. Haggerty contends, the income of radio stations, is outrageous and excessive, it seems to us that the proper method of approaching the subject would be through the excess profits tax."

Using stronger language, Mr. McCurry, in his testimony, said the tax is "a punitive tax, unreasonable, discriminatory and partaking of the character of class legislation, violative of the fundamental democratic principle of equality under law."

Mr. McCurry said his union did not object to "any fair and equitable tax, applied to all alike." Further, the statement declared "we realize that the need for revenue is serious and it is not our intention to oppose the levying of a tax on radio broadcasting merely on the grounds that someone else should assume the burden—we only seek to have the necessary taxation applied equitably and without discrimination."

Declared Unjust

It was pointed out to the Senate committee that "a radio station like a newspaper or magazine derives its principal income, with which its employes are paid, from advertising time sales. In the advertising field, while utilizing an entirely different type or form of sales appeal, radio must compete with other advertising mediums."

It was added that "to tax one medium of advertising without taxing all others would certainly be discriminatory and unjust, both to the employer and the employe in the particular field taxed."

"Therefore," it was concluded, "if a tax is to be applied on advertising there can be no justifiable reason for taxing radio broadcast advertising unless there is an equal rate of taxation on all other forms of advertising."

Meanwhile the NAB, through its counsel, Ellsworth C. Alvord, also announced that it would submit testimony to the Senate committee against Haggerty's proposal. This testimony was in rough draft form when BROADCASTING went to press and it was said the NAB will submit it sometime this week.

Three Church Sponsors Expand MBS Hookups

THREE religious groups sponsoring Sunday broadcasts on MBS have increased their station lists to include 202 Mutual outlets, the complete network with the exception of WOR, New York, and WGN, Chicago. Gospel Broadcasting Assn., Los Angeles, on Aug. 23 will add 24 stations to its current line-up of 178 for *Old Fashioned Revival Hour*, broadcast from 9 to 10 Sunday evening. R. H. Alber Co., Los Angeles, is the agency.

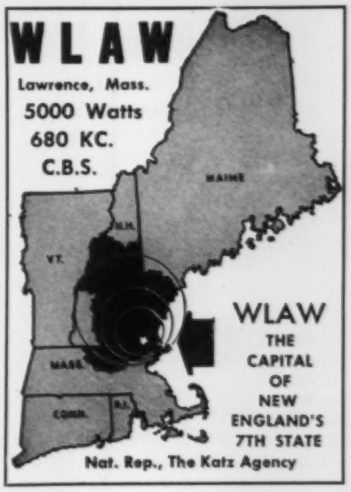
Young People's Church of the Air, Stroudsburg, Pa., on Aug. 30 adds 97 stations to the MBS outlets now being used for its program of the same name, broadcast 4:30-5 p.m., Sunday, and placed through Ivey & Ellington, Philadelphia.

Lutheran Laymen's League, St. Louis, on Oct. 25 will return to MBS after its summer recess, at that time increasing its last year's MBS network of 1-4 stations to 202. Program, *The Lutheran Hour*, will be broadcast 1:30-2 p.m., Sunday. Agency is Kelly, Zahrndt & Kelly, St. Louis.

CHNS
Halifax, N. S.
Is located in the centre of the Radio Audience of the Province
Ask JOE WEED

The Twin Port Cities of
DULUTH-SUPERIOR
Account for
9.6% MORE DRUG SALES
than
ALBANY!
KDAL
Duluth, Minnesota

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO



WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.

WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Rep., The Katz Agency

W G P C
"Spending Spot"
COVERAGE
of one of Georgia's Richest Markets
The Pioneer Station of Southwest Georgia
ALBANY GEORGIA
CBS 250W 1450KC
Represented by SPOT SALES Inc.

Kaltenborn in England After Surprise Flight

LEAVING New York after lunch Saturday Aug. 8 and broadcasting from "somewhere in England" on Sunday noon Aug. 9, was the accomplishment of H. V. Kaltenborn, NBC news analyst, who reached the British Isles on a U. S. Army Transport Command plane. All last week Kaltenborn gave his regular 7:45 p.m. programs on NBC for Pure Oil Co. from London.

Except for the commentator's own statement on Aug. 7 that he expected to be "out of town" until the early part of the week, his destination was a secret to even his close associates until his Sunday broadcast.

Three Outlets in Texas Bring Blue Total to 131

THREE TEXAS stations, on Aug. 16 are joining the BLUE as members of the network's Southwestern group, it was announced last week, and with the addition of WWPG, Lake Worth, Fla., on Oct. 1, the BLUE will have a total of 131 affiliates, including its two Canadian stations.

The Texas stations are KABC, San Antonio, operated by Alamo Broadcasting Corp. on 1450 kc., 250 watts; WACO, Waco, owned by the Frontier Broadcasting Co., and operating on 1450 kc., 250 watts, and KNOW, Austin, owned by the same company, and operating on 1490 kc., 250 watts. WWPG, owned by the Lake Worth Broadcasting Corp., operates on 1340 kc., 250 watts.

buy
MAINE Strength
WGAN

• Covering PORTLAND and Maine's Major Markets — a consumer market which has mushroomed in size overnight.
• Dominant listener appeal through Columbia network and able local program features.
• Clear signal — 5000 watts 560 kilocycles—night and day operation.

In Maine they tune in
WGAN PORTLAND

Dept. of Agriculture Finds Broadcasts Effective in Promoting Extension Work

HOW BROADCASTING has been utilized by the Dept. of Agriculture is described in three articles appearing in the current issue of the *Extension Service Review*, published monthly by the department. Particular emphasis has been placed on radio's support of the war effort on the farm front.

Ruth Crawford, home demonstration agent for Josephine County, Ore., describes how radio was used to organize forest-fire fighting units and canteen service for the volunteer organizations. Josephine County is in the heart of the mountain section of Southern Oregon where it is feared great forest fires could be started by either incendiary bombs or ground saboteurs.

Gets Them at Home

In organizing the units Miss Crawford, who has conducted a 15-minute broadcast over KUIN, Grants Pass, Ore., for some time, arranged with the station for a remote control extension in her office so she could broadcast thrice-weekly, following public request. The time element and travel involved in going from office to studio would have made the project impossible, she said, without the remote outlet. She then describes how the programs have been used to bring attention to civil projects and for broadcasts of interest to homemakers.

Miss Crawford declares that "as tire shortage and other transportation as well as the necessity for farm families to work longer hours, have cut down attendance of meetings (4-H clubs, women's clubs and other civic organizations) we find this radio arrangement a particularly valuable means of reaching people right in their homes."

Further describing increased value of radio because of tire and gasoline shortages, Charles E. Eshbach, an agent of the Agricultural Marketing Administration of the Labor Department outlines use of broadcasting since 1927 by Allister F. MacDougall, agricultural agent of Middlesex County, Mass.

Attention is given to the *New England Agricultural* program and the *New England Farm Hour* carried over a New England regional network. The programs, which are closely tied to the New England Radio News Service, a cooperative State-Federal agency organized in 1928 to present agricultural programs, are closely related to the extension service maintained by the Agriculture Dept. All subjects of interest to rural families are discussed on the programs, Mr. Eshbach declares, and he says the response has been "exceptional."

"An Essential Medium"

Using the words of Mr. MacDougall, radio is then described as "an essential medium of teaching which we, as extension workers must take advantage of if we are to do our job as effectively as possible." Mr. MacDougall further declares that radio is another method of reaching extension workers and says it builds up a "good neighbor policy." He relates how response to the agricultural programs has come not only from rural districts but from city folk as well and says that "one of the things we enjoy most in our broadcasting program is the response which comes from people far and wide, just letting us know what information is of interest to them and we are being of service not only to our own people but to many others as well.

Group Education

"Radio broadcasting gives us contact directly into the homes of all classes of people." Mr. MacDougall then describes radio as "one of the most valuable means of education" and adds that the statement "is based on experience in broadcasting almost from the very first development of the medium. It is a statement based on results we have obtained."

In an article, *Delivered F.O.B. Your Loudspeaker*, Ed Aiton, assistant 4-H leader in charge of Rural Youth, Minnesota, describes how programs on WCCO, Minneapolis, were used for group education. These programs were utilized instead of holding regional and state meetings of Rural Youth groups and were said to have "stepped out to reach a vast, new audience with pertinent, timely information."

County agents, it was said, worked out a publicity program and when the broadcasts were made it was estimated a special audience of 40,000 was reached. It was added that the series was considered successful enough by WCCO to make it the station's feature exhibit at the recent NAB convention. When fall schedules of the Rural Youth groups are set up Mr. Aiton said the radio plan will again be used.

New ASCAP Radio Series
now available, without charge, to all ASCAP Licensed Stations. Write or wire today.

ASCAP
Radio Program Service
30 Rockefeller Plaza
New York

War Developments Aid Police Radio

Communications to Capitali On Electronic Innovations

VAST developments being made in the radio industry as a whole as a result of radio's tremendous task in equipping Allied armed forces with radio equipment "better than the enemy's" will make available many new electronic products for police communication in the post-war period.

This was explained recently by Herbert DuVal Jr., General Electric radio engineer, before the Ninth Annual Conference of the Associated Police Communications Officers.

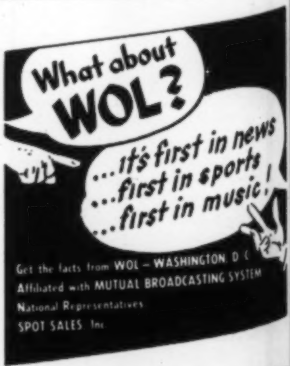
Among such developments is a circular-type antenna which gives a higher field strength for a given transmitter power, both for station and mobile use, he said.

Vibrator Replacement

Another development is a resonant inverter to replace dynamotors and vibrators. "Present vibrators have to break the full-load current of the apparatus whereas the new resonant inverter has electrical and mechanical resonant circuits such that vibrator contacts break only during periods when the current through the contacts is zero," Mr. DuVal stated. "Such a unit requires very little maintenance and should give service longer than dynamotors or present vibrators, the latter being unsatisfactory for high-current interruption."

Mr. DuVal pointed out that now is the time for police communication officers to help the radio industry and the FCC by formulating plans to use super-high frequencies in the post-war period to relieve congestion now existing on police radio and other frequencies.

It was explained how GE engineers, using alternate materials and new designs, produced a better product when war requirements compelled reduction in the use of metals and other vital materials. Aluminum in two-way radio equipment was reduced 57%, and similar reductions were made in steatite, copper, rubber, and other strategic materials. Use of the other materials and new designs actually improved the performance of this apparatus, he said.


What about WOL?
...it's first in news
...first in sports
...first in music!

Get the facts from WOL — WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES Inc.

XUM

Chain Finds Radio Beats White Space

WITH radio advertising outpulling newspapers by 50% for a group of four chain clothes stores, spot announcement schedules have increased 25% over last year, according to Frank B. Sawdon Co., New York agency handling the store accounts. A gradual and steady increase in radio is disclosed, several of the stores having used broadcasting for as long as eight or nine years. Advertisers are Case Colthes, Lewis Apparel, Western Clothes, and Worth Clothes, all headquartered in New York, and units operating throughout the country.

One-minute transcriptions are used on 50 to 60 stations in cities having local branches, the number of stations varying for each company, with Worth Clothes currently using two Detroit outlets, CKLW and WJBK. Announcements are usually run at intervals for a period of six weeks, as often as 10 to 15 times a day, with live spots inserted by the local merchant.

Discs are cut by Empire Broadcasting System. Warren Sweeney, announcer, recently completed a series of 40 transcriptions for Case Clothes.

BLUE NET EXPANDS WAR CONTRIBUTION

STEADY INCREASE in the amount of broadcasting time given to the war effort during the period Oct. 1, 1941 to July 31, 1942, is reported by BLUE with the announcement that a total of 511 hours and 54 minutes have been devoted to that cause during this time.

Whereas Government departments, including the Treasury, used 10 hours and 55 minutes in October, 28 hours and 45 minutes were used in July. Sustaining time which occupies the largest portion of BLUE time relating to the national effort, consisted of 15 hours and 30 minutes in October, as against 24 hours and 15 minutes in July.

A total of 105 hours was devoted to the war effort on WJZ and BLUE in July.

Quiz Kid?

BOB DONLEY, announcer at WCAE, Pittsburgh, *Toast Time Tunes*, a telephone quiz show, asked a listener his sponsor's slogan during a recent broadcast.

"Pardon me", the lady said, "I have to change the baby. Will you wait?"

Time ticked away, and Donley filled in by expressing hope on the air that the tot knew the answer. Evidently, he did, for mama returned with the slogan . . . and collected $104.

A FEMININE STAR is added to the service flag of KYW, Philadelphia, by Col. Frederick Schoenfield for Janet Jenkins (nearest flag) who has joined the WAAC. Known as Nancy Dixon on her shopping program for Cluett-Peabody's Sanforized Products, she is being succeeded in name and position by Helen Kiley (on her right). Leslie W. Joy, KYW general manager, watches ceremonies which highlighted a luncheon attended by Philadelphia department store executives.

LOOK WHAT GROCERS OVERLOOK!

Study of Traffic in Food Markets Shows Value Of Saturday Tips for Shoppers

NATIONAL grocery product advertisers are overlooking an excellent opportunity for getting their messages to the nation's housewives just before they do their marketing, according to the Sherman K. Ellis Report on Super Market Traffic, just issued by this advertising agency.

Study, analyzing the shopper traffic in these markets each morning and afternoon throughout the week, points out that in the 14 stores studied, "26.2% of the whole week's traffic entered the stores between noon and closing time on Saturday."

The study continues to cite a Hooper audience survey for March which shows that while the Saturday morning audience averaged 16.3% of sets in use as against a 15.9% average Monday-through-Friday, of the 16 morning quarter-hour network programs that month, all were broadcast Mondays through Fridays and not one used Saturday morning time. Neither do the three-a-week or twice-a-week programs utilize Saturdays, the report states, the only Saturday morning network commercials being once-a-week half-hour shows.

The Ellis study concludes that: "Some place back in the infancy of network broadcasting the conventional practice of Monday through Friday was established for five-a-week, 15-minute radio, and that convention still keeps morning network grocery product advertisers from a last-minute effort to get on the shopping lists of 26% of the week's shoppers who visit these super markets between noon and closing time on Saturday.

"Perhaps it would be profitable to shake off the inertia of this conventional morning radio practice. Monday—noon to closing—carried only 9.5% of the week's traffic in contrast with 26.2% Saturday—noon to closing. Those five-a-week advertisers who can't add a sixth morning might well trade Monday for Saturday. The three-a-week advertisers could profitably change their conventional Monday-Wednesday-Friday practice to Tuesday-Thursday-Saturday."

Townsend's Big Day

SAMUEL W. TOWNSEND, owner-president of WKST, New Castle, Pa., now on duty with the Navy, jumped from lieutenant commander to commander recently on the same day his baby son was born. Commander Townsend is in charge of communications for the Fourth Naval District, and the Philadelphia Navy Yard.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

AGENCY *Appointments*

SALVAGE SALES Co., New York (old clothing salvage), to S. Duane Lyon Inc., New York. Radio may be used in addition to newspaper and magazines, altho plans not set.

SWIFT & Co., Chicago (Swift's ice cream), to Needham, Louis & Brorby, Chicago. Plans for next year include spot radio.

BARBIZON STUDIO of Fashion Modeling, New York (modeling courses), to Morsan & Co., N. Y. Radio may be used.

DERBY FOODS Inc., Chicago (Peter Pan peanut butter and packaged meats), to Needham, Louis & Brorby, Chicago.

THE NATIONAL SALVAGE Co. of New York, to Frank Kiernan & Co., that city. Moderate radio drive contemplated in addition to its present plans for newspapers only.

LYNN FOOD PRODUCTS Co., Chicago (dehydrated and vitamized soup mixes), to Bozell & Jacobs Inc., that city.

CHICAGO & SOUTHERN AIR LINES, Memphis, to Lake-Spiro-Shurman, Memphis. Using newspapers and outdoor advertising.

GRAHAM Co., New York (Redbow Food Products) to Blaine-Thompson Co., N. Y.

IRONITED VITAMIN Co., Chicago (proprietary), to Jones Frankel Co., Chicago. Will use spot radio.

W65H, Hartford, FM station, is now operating on a new evening schedule, 6 p.m. to 12 midnight, replacing the previous 3-10 p.m. schedule. Feature program of the evening is *Symphony Hall*, 9-10.

SPOTS
WHERE THEY'LL DO THE MOST GOOD!
Reaches 28000 ENGAGED IN WAR INDUSTRY ALONE
Blue Network
KFDM
BEAUMONT
REPRESENTED BY THE HOWARD WILSON COMPANY

KDKA
PITTSBURGH

Army Regulates Programs for Troops

Shortwave Commercials Restricted Under New Ruling

STANDARDS FOR commercial programs beamed to American troops overseas were issued last Wednesday by Lt. Col. E. M. Kirby, chief of the Army Radio Branch, in a communication sent to all radio sponsors.

Expressing appreciation for the contribution by sponsors in making their programs available to soldiers overseas, Col. Kirby pointed out that it was advisable to have sponsors conform to certain prerequisites in their commercial copy as a means of making these programs most effective.

Inquiry has revealed, he stated, that certain aspects of commercially sponsored programs popular with troops prior to embarkation "can produce negative results when heard by the same troops on the fighting fronts".

Rules for Plugs

It was emphasized that the War Dept. has no objection to commercial sponsors or commercial identification programs addressed to overseas troops by shortwave, provided such messages released internationally "are edited or modified in a realistic and sympathetic consideration" of certain prescribed factors.

For clearance and review of such programs, the Overseas Forces division of the Overseas Branch of the Office of War Information is designated as the authority, Col. Kirby said. Chief of the division is Louis G. Cowan, of the War Dept., who is radio liaison with the OWI. Mr. Cowan is a civilian consultant on Col. Kirby's staff and is the owner of *Quiz Kids*.

The text of Col. Kirby's memorandum to radio sponsors follows:

1. The War Dept. is most appreciative of the contribution by commercial radio sponsors in making their radio programs available to our soldiers overseas.

2. In order that it might help make this contribution more effective, it desires to point out the results of a recent inquiry into the matter of sponsored programs intended for troops reception abroad.

a. The majority of radio entertainment programs which were popular with American soldiers before their induction into the Army, and before their embarkation to the various fronts, remain popular with the men. They are quite desirable and suitable links between the fighting front and the home front, whether shortwaved or transcribed and transported abroad for playback.

Through the Special Services Division, Radio Section, under Maj. T. A. H. Lewis, arrangements have been made for the processing and transporting of acceptable commercial programs by transcription to overseas troops. Inquiries for this service should be directed to him, care of Radio Section, Special Services Division, War Department, Washington, D. C.

b. Inquiry reveals that certain aspects of commercially sponsored radio programs popular with troops prior to embarkation can produce negative results when heard by the same troops on the fighting fronts.

c. The text of all commercial copy of programs to be shortwaved to troops should be written to conform with the following requirements. These suggestions will serve as a guide for all advertisers affected.

Shortwave Standards

Three things must be borne in mind in connection with the broadcasting of sponsored programs to American troops overseas:

1. Their living conditions and their surrounding environment, while good, have been changed, and subject to the temporary fortunes of war, may be changed more drastically at any moment.

2. American soldiers, wherever they are, desire to hear, as often as possible, their radio favorites provided by American radio advertisers, networks or stations.

3. Any program which is intended for the ears of American troops in Europe, Asia, Africa, Australia, the Far East, the Arctic Zones, or South America also reach the ears of friends and foe alike, regardless of audience target.

The War Dept. has no objection to commercial sponsorship or commercial identification of programs addressed to overseas troops by shortwave, provided that any such messages released internationally are edited or modified in a realistic and sympathtic consideration of the three factors outlined above. (For example, a lush description of a food product may perform an acceptable economic mission among the home American audience, but it could effect the morale of troops who may find the particular product described unavailable for reasons of transport delay or war conditions; who, may find, indeed, because of enemy action, they are on rations and face the prospect of limited rations.

Procedure Outlined

In consideration of these factors as well as those of military security, general problems of morale and the over-all pattern of psychological welfare, procedure should be as follows:

1. It is expected that the agencies and sponsors will make every effort to see that their programs conform to shortwave policy.

2. Because of their constant and complete activity on the shortwave field, the International Division of the networks or the shortwave stations over which the programs are carried should be contacted for review or suggestions.

3. The Overseas Forces Division of the Overseas Branch of the Office of War Information is designated as authority for clearance and review. Chief of this division is Louis G. Cowan, War Dept., Radio Liaison with the Office of War Information.

In planning the use of shortwave facilities for beaming programs to our troops overseas, the War Department desires the following factors to be given consideration.

a. Their transmission should not occupy time on the limited shortwave facilities needed by authorized government agencies for the broadcasting of official radio war missions throughout the world.

b. They should be broadcast at such times when they may be heard conveniently by troops for which they are intended. (A list of available reception and leisure times of troops abroad is attached.)

c. They should designate which troops are being beamed the program, and announce they are to be heard "By our troops around the world" only when they have earned the right to such a statement.

4. Those who derive public good will in announcing that their programs are being heard by our troops overseas must determi their right by performance re dered. Such performance in live o delayed broadcasts is a distinctio in a field not to be exploited b reserved for sincere advertisers performers and shortwave statio doing a patriotic job.

Drawn for BROADCASTING by Sid Hix

"I'm Taking a Census of Manpower for the Government!"

Messages From Soldie To Be Curtailed by Army

PERSONAL MESSAGES betwe troops abroad and relatives friends in the U. S. by shortwa broadcast or transportation of dis will be discontinued, the War Dep announced last week. In explana tion it was said that this form communication is "dangerous to na tional security". It was added th the ban did not affect shortwa broadcasts sponsored or approv by the War Dept.

The text of the order, by Gen eral G. C. Marshall, chief of sta follows:

1. The transmission of personal me sages between troops at overseas sta and relatives or friends in the Uni States, whether by shortwave broadca transport of discs, has been found da gerous to the national security, and i unsatisfactory means of personal comm cation since there is no assurance messages so recorded will reach perso whom they are intended. This practice be discontinued.

2. The provisions of paragraph 1 a to the making outside the conti United States of electrical transcrip or recordings intended for broadcast in the continental United States or in other than those in which they origin

3. *a.* These instructions will not be strued as forbidding—

(1) Occasional and unannounced parti pation of troops on shortwave broad as part of War Dept. sponsored progra

(2) Shortwave interview or entertain ment programs general in character have been approved by the War Dept.

b. Officers charged with public re tions duties will consider only those req for participation of military personnel shortwave broadcasts which have be cleared through and transmitted by t War Dept. Bureau of Public Relations

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650 KW. HEARING OF WLW DEFERRED

ON MOTION of WLW, a hear ing scheduled for Aug. 18 on the Cincinnati station's application for increase in regular operating pow er from 50,000 to 650,000 watts on its 700 kc. clear channel, has been postponed to Oct. 19, pending amendment of the application.

Commissioner Paul A. Walker presiding over the Motions Docket last Thursday granted the motion for leave to amend the applica tion to eliminate the need for any new construction by reducing the power requested and eliminating a directional antenna at night. The Amendment, presumably for 000 watts, must be filed within days.

The FCC had designated the WLW application for hearing determine whether a grant be consistent with the FCC "freeze order opinion" of April under which no new construction of any character will be authorized except in specified instances rel ed to the war effort.

Murine Test

MURINE Co., Chicago (eye dro ing), is testing varied schedules one-minute announcements in markets. Contracts are for weeks. Agency is BBDO, Chicago

*NORTHWESTERN UNIVERSITY STUDY

Throws the spotlight on

If Listeners in this South Carolina Area could have only ONE station—

76%

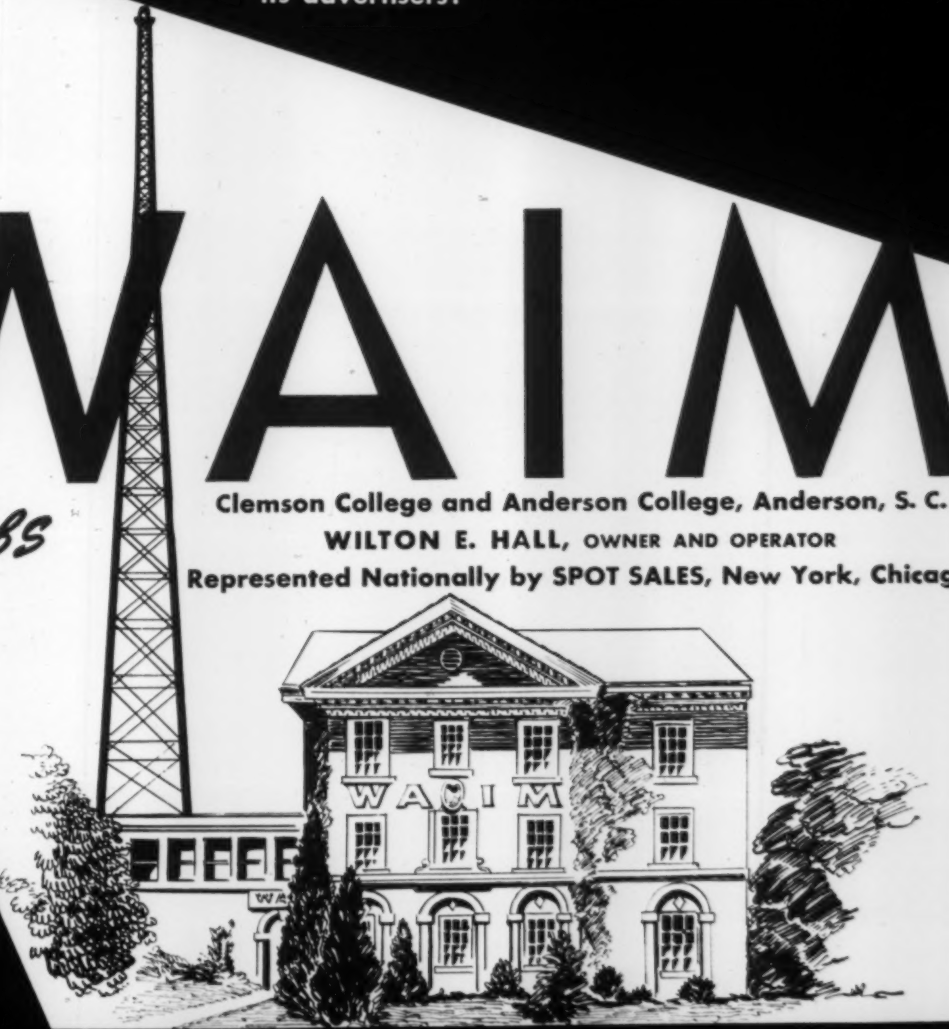
Would pick WAIM!

We have and hold listeners because our whole pattern of broadcasting is comparable to the performance of alert community newspapers . . . it is a localized community service that cannot be duplicated! Our listeners believe in WAIM and patronize its advertisers!

WAIM

CBS

Clemson College and Anderson College, Anderson, S. C.
WILTON E. HALL, OWNER AND OPERATOR
Represented Nationally by SPOT SALES, New York, Chicago



Brief Summary of Dr. Charles L. Allen's

FINDINGS:

—More than 9 out of 10 homes in the WAIM area have radios!

—70.19% of the women put WAIM first!

—The people of this area depend primarily on WAIM for radio service!

—About 90% of our listeners say programs have been consistently improved!

—80% of rural and 75% of city listeners say they patronize WAIM advertisers!

—And nearly 100% of all listeners are pleased with WAIM civic service! ($40,632 in time contributed in 1941!)

Ask for 24-Page Northwestern University Brochure